Chainalysis

OCTOBER 2024

The 2024 Geography of Crypto Report

Everything you need to know about regional trends in crypto adoption

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The 2024 Global Crypto Adoption Index

Central & Southern Asia and Oceania Region Leads the World in Terms of Global Cryptocurrency Adoption

Our Global Crypto Adoption Index methodology

The Global Crypto Adoption Index is made up of four sub-indexes, each of which is based on countries' usage of different types of cryptocurrency services. We rank all 151 countries for which we have sufficient data on each sub-index, weight the rankings by characteristics including population size and purchasing power, take the geometric mean of each country's ranking in all four, and then normalize that final number on a scale of 0 to 1 to give every country a score that determines its overall ranking. The closer the country's final score is to 1, the higher the rank.

In order to calculate our sub-indexes, we estimate countries' transaction volumes for different types of cryptocurrency services and protocols based on the web traffic patterns of those services' and protocols' websites. We acknowledge that web traffic data are imperfect, as some crypto users likely employ VPNs and other similar tools to hide their true physical locations. However, given that our index accounts for hundreds of millions of cryptocurrency transactions and more than 13 billion web visits, it is likely that any misattributed transaction volume due to VPNs is marginal, given the size of the dataset. We also compare findings with insights from local crypto experts and operators around the world, giving us more confidence in this methodology.

Below are descriptions of the sub-indexes and how they are calculated, as well as improvements in our methodology since last year.

Sub-index category 1: on-chain cryptocurrency value received by centralized services, weighted by weighted by GDP per capita on a PPP adjusted basis

We include this sub-index to rank each country by total cryptocurrency value received on centralized services, and weight the rankings to favor countries where that amount is more significant in comparison to the average person's income in that country. To calculate this, we estimate the total value received on-chain by users of centralized services in each country, and weight that by GDP per capita on a PPP adjusted basis, which measures the country's income per resident. The higher the ratio of on-chain value received to GDP per capita on a PPP adjusted basis, the higher the ranking. In other words, if two countries received equal amounts of cryptocurrency at centralized services, the country with lower weighted GDP per capita on a PPP adjusted basis would rank ahead.

Sub-index category 2: on-chain retail cryptocurrency value received by centralized services, weighted by GDP per capita on a PPP adjusted basis

We also estimate the activity of non-professional, individual cryptocurrency users at centralized services, based on the value of crypto they're transacting compared to the average person's purchasing power.

We do this by estimating the amount of crypto received at centralized services by users in each country — similar to sub-index category 1 — but only counting value received in retail-sized transactions, which we designate as transactions under $10,000 worth of crypto. We then rank each country according to this metric, but weight it to favor countries with a lower GDP per capita on a PPP adjusted basis.

Sub-index category 3: on-chain cryptocurrency value received by DeFi protocols, weighted by GDP per capita on a PPP adjusted basis

We rank countries by their DeFi transaction volume and weight the rankings to favor countries with lower GDP per capita on a PPP adjusted basis.

Sub-index category 4: on-chain retail cryptocurrency value received by DeFi protocols, weighted by GDP per capita on a PPP adjusted basis

We rank each country by DeFi transaction volume carried out in retail-sized transfers (again, under $10,000 worth of crypto), weighted to favor countries with lower GDP per capita on a PPP adjusted basis.

Methodology changes

Methodology change 1: measuring DeFi activity

The primary change in this year's methodology pertains to how we measured cryptocurrency value received by decentralized protocols. For DeFi services, we included only the value received from suspected personal wallets and excluded the value received by other known DeFi wallets. This new methodology ensures that the total value received is not inflated due to the intermediary steps required by certain smart contracts.

Here's an example of how DeFi transfers typically work:

1. A personal wallet initiates a swap in DeFi Protocol A, transferring Ether (ETH) from the personal wallet to DeFi Protocol A's Router contract address.
2. ETH is deposited to the wrapped Ether (wETH) token contract address from the Router contract address.
3. The Router contract address receives wETH.
4. A transfer ensues from the Router to the decentralized exchange (DEX) pool contract.
5. A transfer ensues from the DEX pool contract to the Router.
6. There is a final transfer from the Router back to the personal wallet.

Based on our new methodology, we are only counting the first transfer in the above example to determine the total value received by the DeFi protocol. By doing this, we can eliminate intermediary transfers between contracts that belong to the same service provider. This process led to a decrease in our estimates of value received, but is now a more accurate estimate.

Methodology change 2: excluding P2P exchange sub-index

In previous years, we included P2P cryptocurrency exchange trade volume, weighted by PPP per capita and number of internet users, to calculate overall Global Crypto Adoption rankings. This year, we have decided to exclude this sub-index due to a substantial decrease in activity on P2P exchanges. One of the largest and the most tenured P2P exchange, LocalBitcoins.com, shut down last year, which contributed to this decline.

The 2024 Global Crypto Adoption Index Top 20

Central & Southern Asia and Oceania (CSAO) dominates our 2024 Index, with seven of the top 20 countries located in the region. As we explore later, CSAO has a unique set of crypto markets with high levels of activity on local crypto exchanges, with merchant services, and in DeFi.

Country	Region	Overall index ranking	Centralized service value received ranking	Retail centralized service value received ranking	DeFi value received ranking	Retail DeFi value received ranking
India	Central & Southern Asia and Oceania (CSAO)	1	1	1	3	2
Nigeria	Sub-Saharan Africa	2	5	2	2	3
Indonesia	Central & Southern Asia and Oceania (CSAO)	3	6	6	1	1
United States	North America	4	2	12	4	4
Vietnam	Central & Southern Asia and Oceania (CSAO)	5	3	3	6	5
Ukraine	Eastern Europe	6	7	5	5	6
Russia	Eastern Europe	7	11	7	7	7
Philippines	Central & Southern Asia and Oceania (CSAO)	8	9	8	14	9
Pakistan	Central & Southern Asia and Oceania (CSAO)	9	4	4	18	13
Brazil	Latin America (LATAM)	10	8	10	10	14
Türkiye	Middle East & North Africa (MENA)	11	14	11	15	11

United Kingdom	Central, Northern & Western Europe (CNWE)	12	12	21	9	8
Venezuela	Latin America (LATAM)	13	17	16	11	12
Mexico	Latin America (LATAM)	14	18	17	13	10
Argentina	Latin America (LATAM)	15	13	13	17	20
Thailand	Central & Southern Asia and Oceania (CSAO)	16	16	15	19	16
Cambodia	Central & Southern Asia and Oceania (CSAO)	17	10	9	35	23
Canada	North America	18	22	26	16	15
South Korea	Eastern Asia	19	15	14	33	33
China	Eastern Asia	20	20	18	24	22

Global crypto activity is increasing

Between the fourth quarter of 2023 and the first quarter of 2024, the total value of global crypto activity increased substantially, reaching higher levels than those of 2021 during the crypto bull market. We can see this pattern in the chart below, where we apply our Adoption Index methodology globally by adding all 151 countries' index scores for each quarter from Q3 2021 to Q2 2024, and re-indexing them again to show global adoption growth over time.


Global Index score by quarter
Q3 2021 - Q2 2024
1.00
0.75
0.50
0.25
0.00
Global Index score
Q3 2021
Q4 2021
Q1 2022
Q2 2022
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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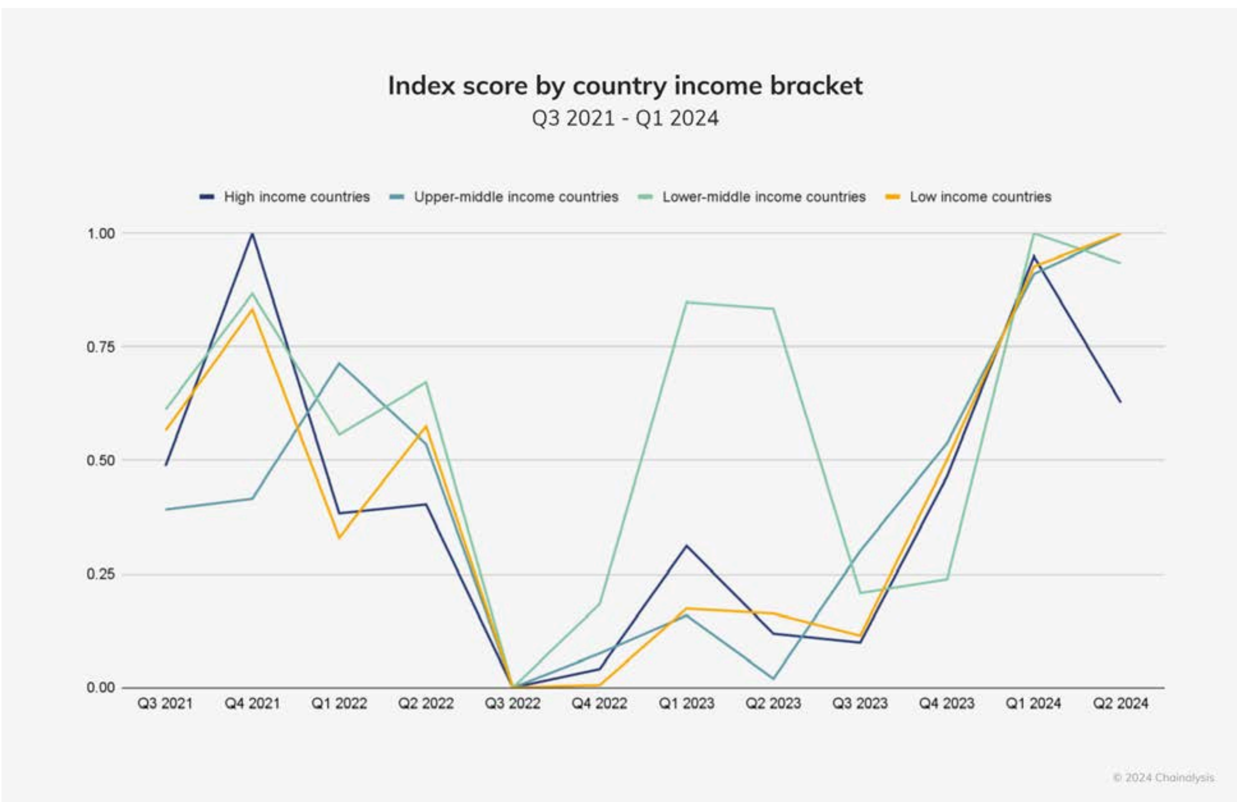
Index score by country income bracket
Q3 2021 - Q1 2024
High income countries
Upper-middle income countries
Lower-middle income countries
Low income countries
1.00
0.75
0.50
0.25
0.00
Q3 2021
Q4 2021
Q1 2022
Q2 2022
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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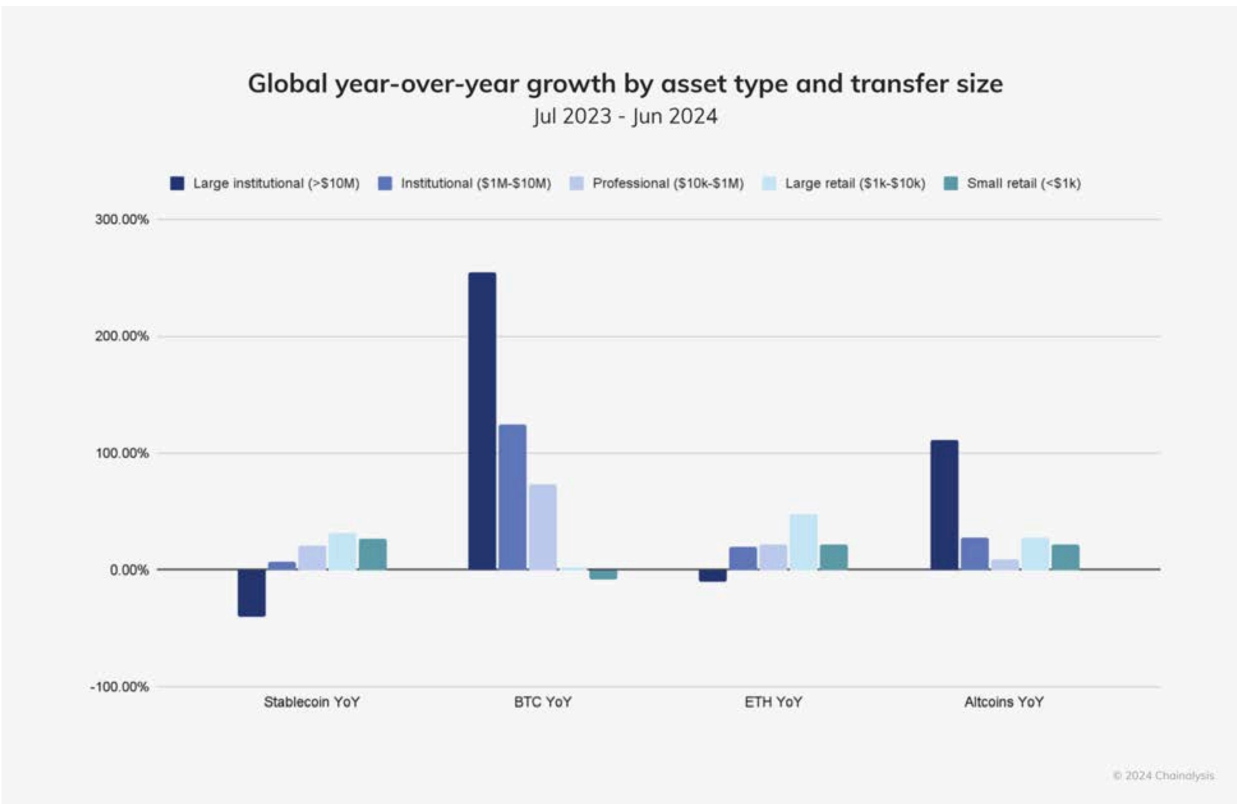
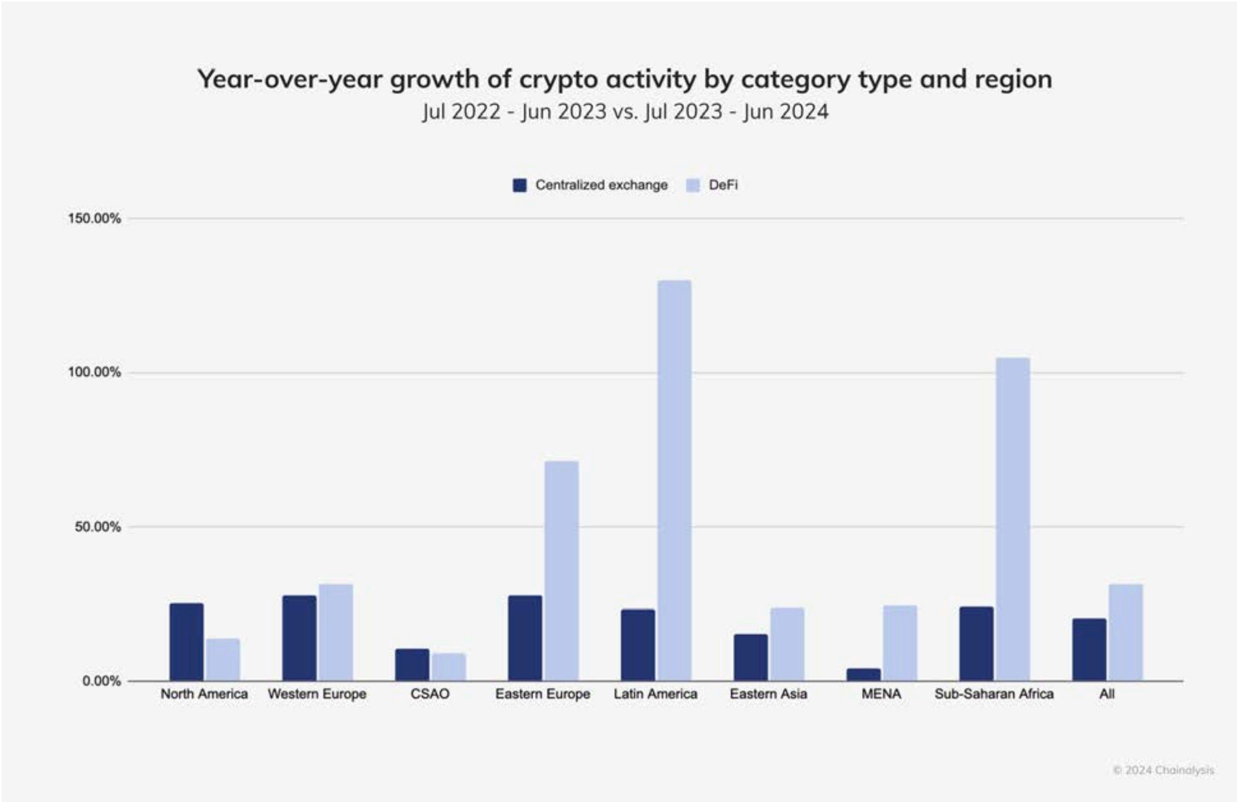
Last year, growth in crypto adoption was driven primarily by [lower-middle income countries](). This year, however, crypto activity increased across countries of all income brackets, with a pullback in high income countries since the beginning of 2024.

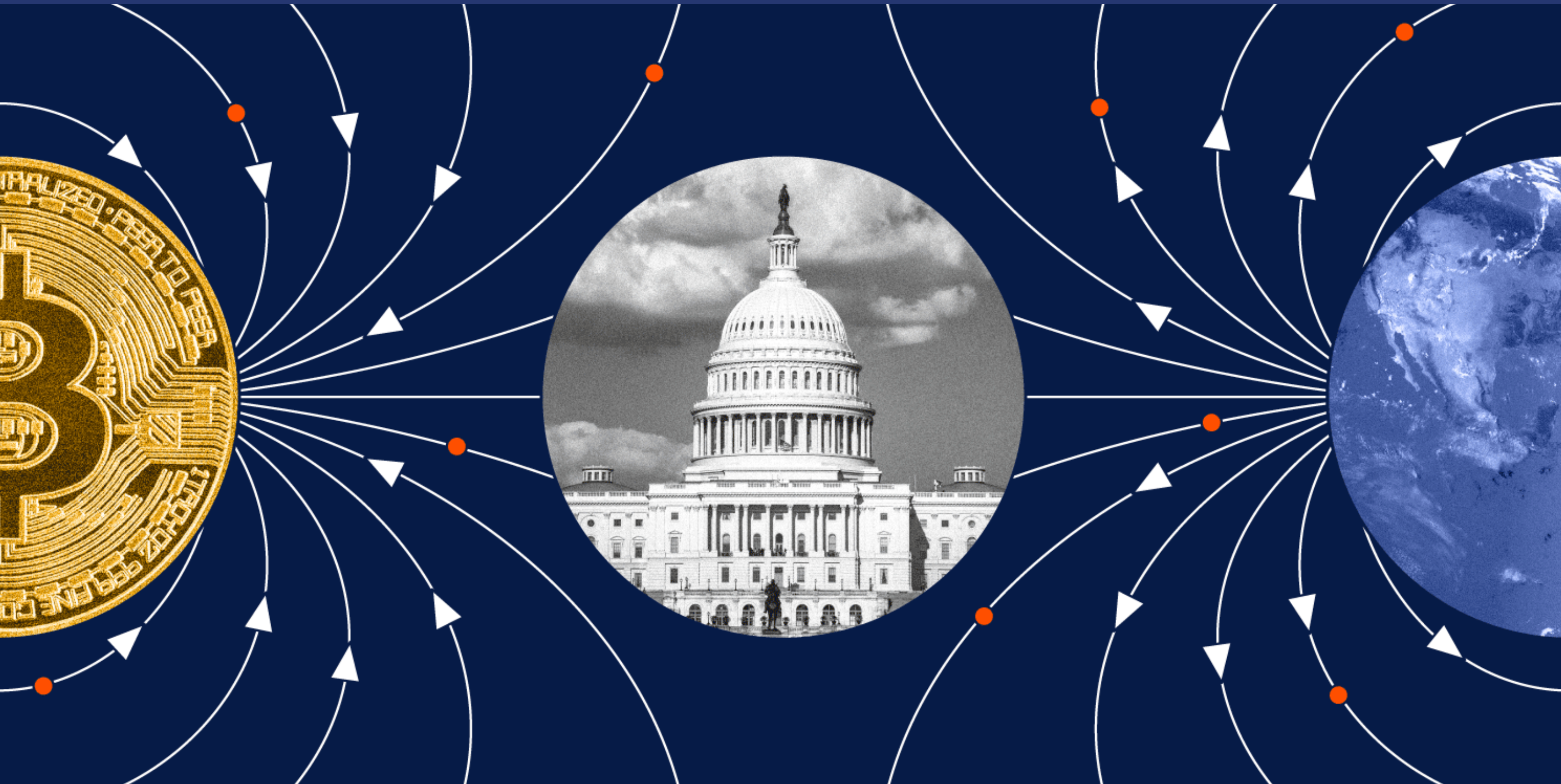
The launch of the Bitcoin ETF in the United States triggered an increase in total value of Bitcoin activity across all regions, with particularly strong year-over-year growth in institutional-sized transfers and in regions with higher income countries, such as North America and Western Europe. On the contrary, year-over-year growth of stablecoins was higher among retail and professional-sized transfers, and is supporting real-world use cases in low income and lower-middle income countries in regions such as Sub-Saharan Africa and Latin America, in particular.





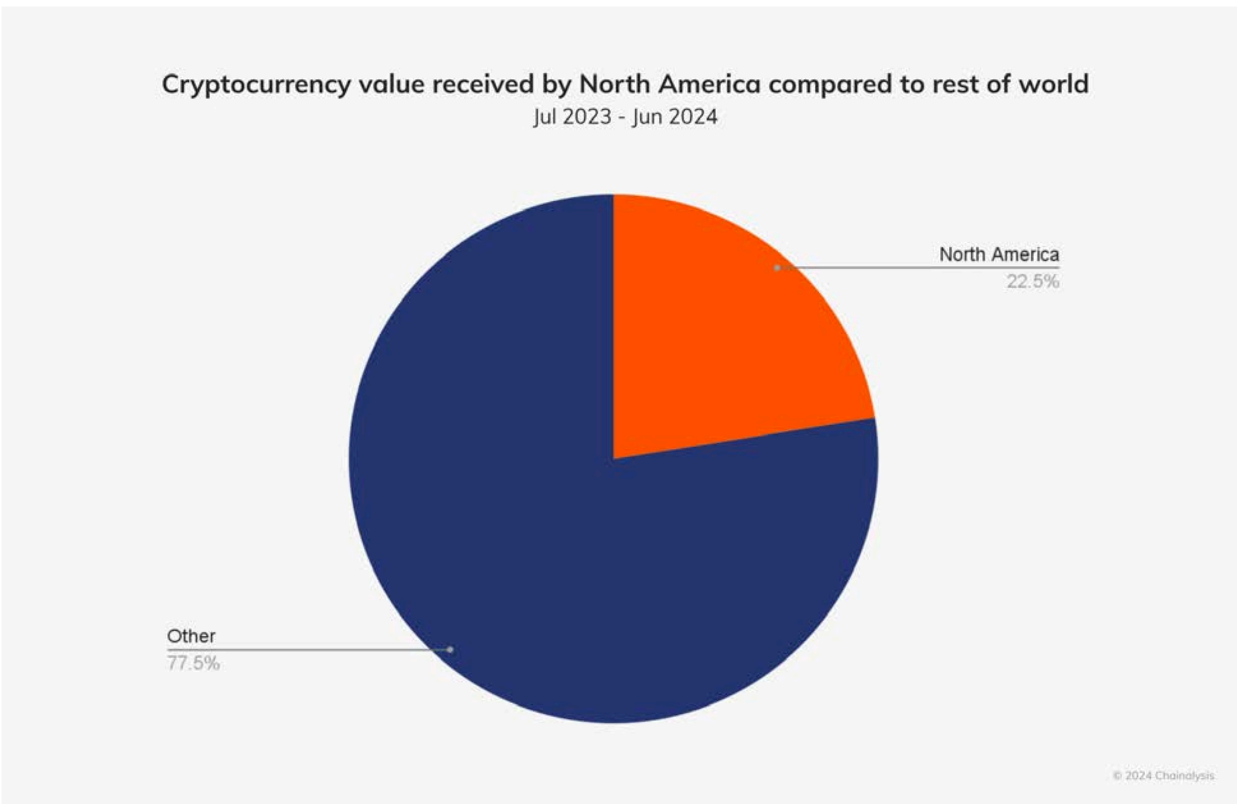
When we look at year-over-year growth in terms of types of services, we see that DeFi activity increased significantly in Sub-Saharan Africa, Latin America, and Eastern Europe. This growth likely drove an increase in altcoin activity in these regions, as shown in the above chart.

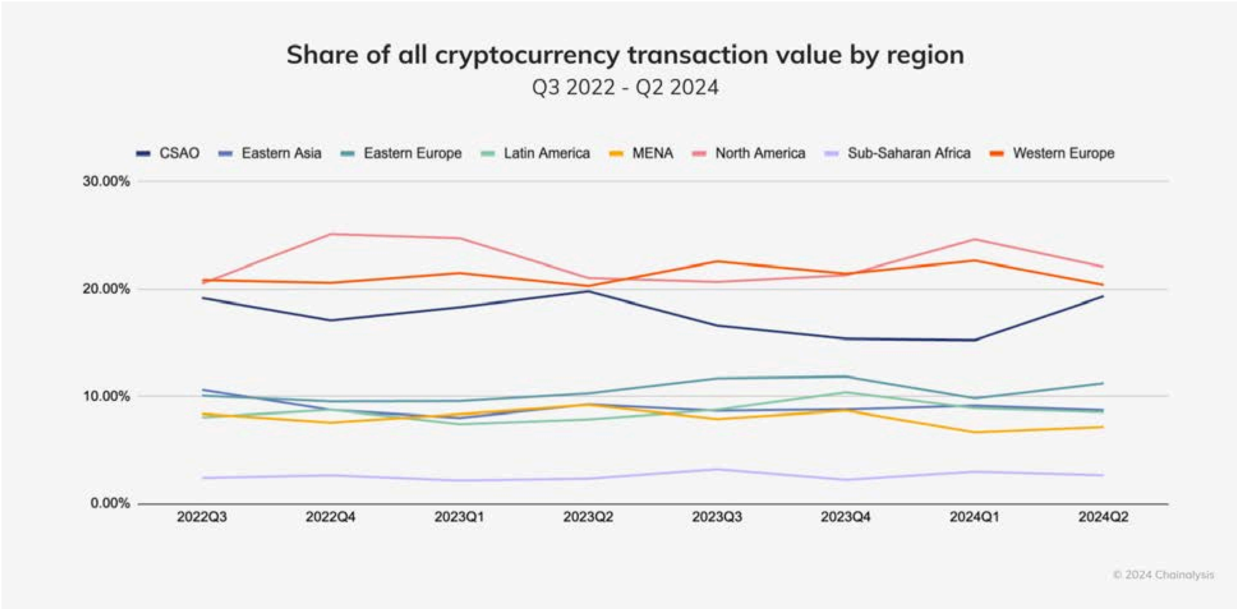
North America



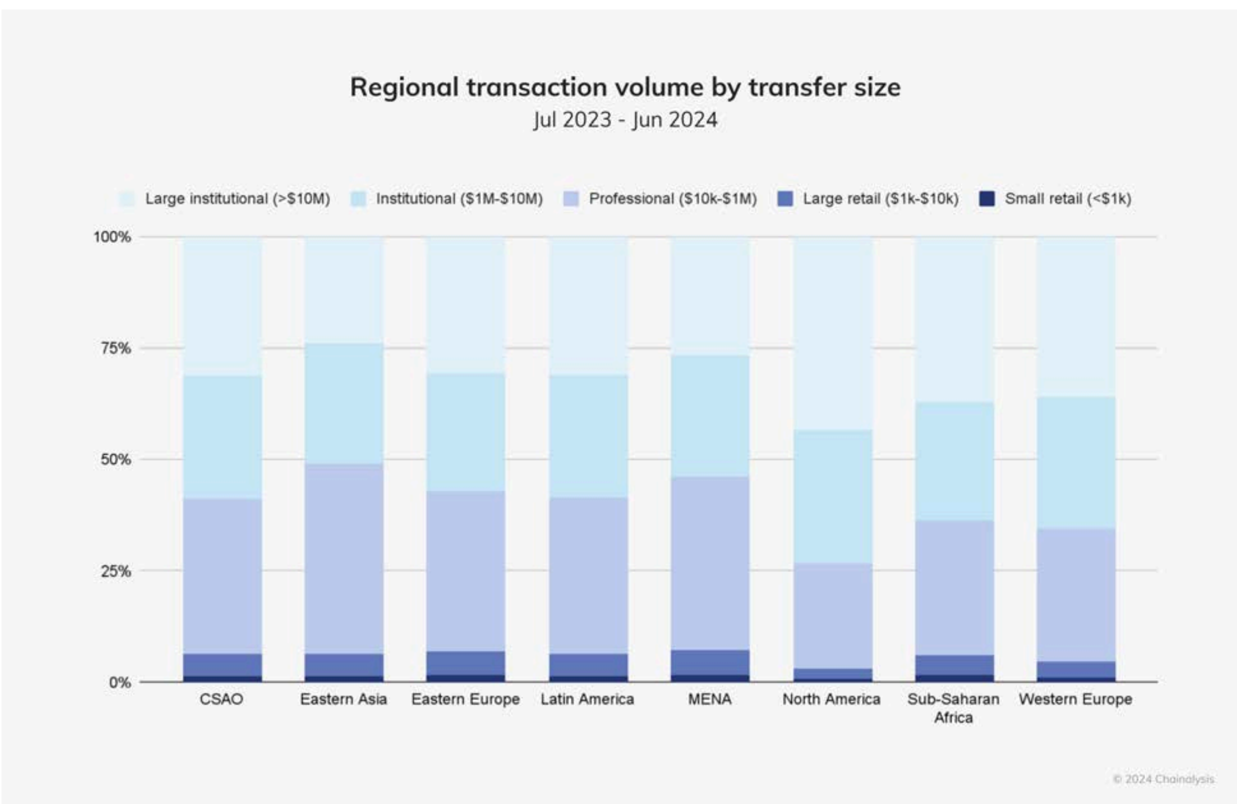
North America: Institutional Momentum and U.S. Bitcoin ETPs Propel Crypto Further Into the Mainstream

Like previous years, North America remains the largest cryptocurrency market globally, with an estimated $1.3 trillion in on-chain value received between July 2023 and June 2024, representing about 22.5% of global activity.

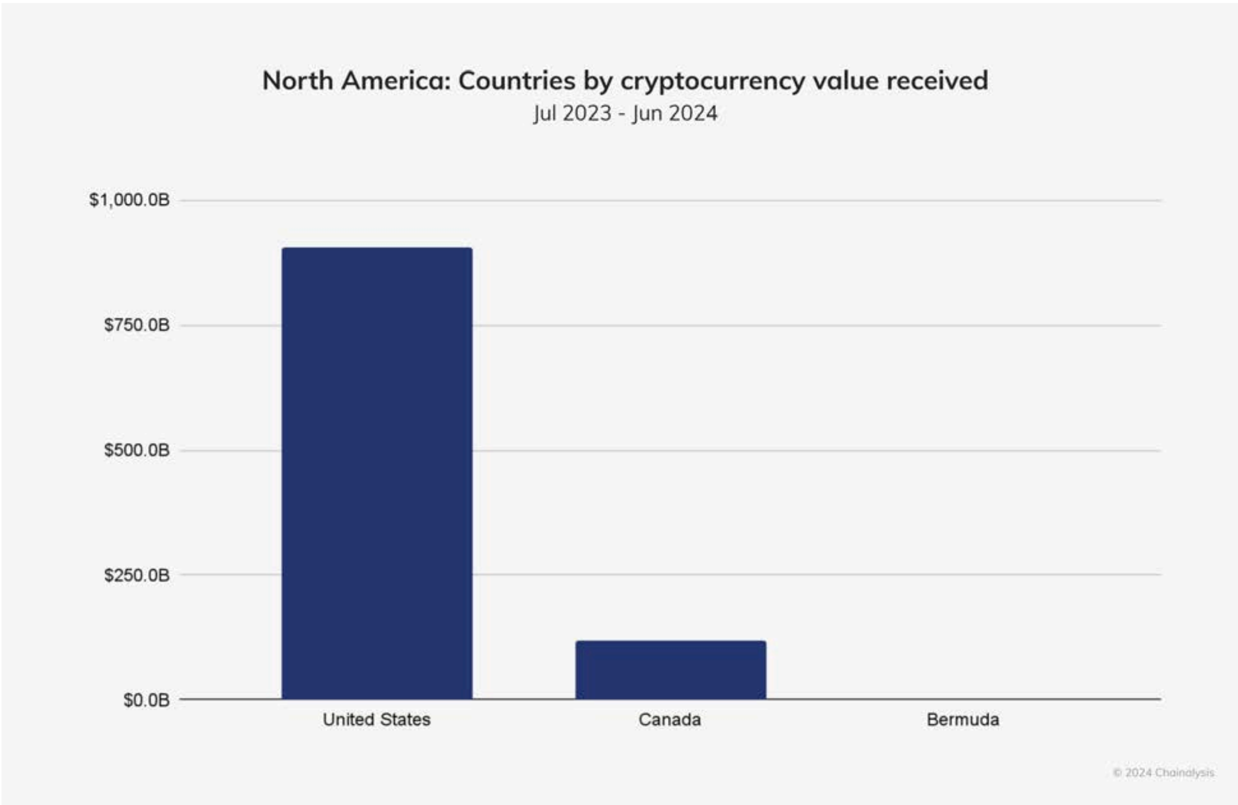




North America's dominance in the cryptocurrency market is largely fueled by institutional activity — more so than any other region. Approximately 70% of the region's crypto activity consisted of transfers exceeding $1 million, reflecting the growing influence of major financial players in the region's crypto market.



The overwhelming majority of this activity is driven by the United States, where 2024 has proven to be a pivotal year for crypto adoption and industry growth.



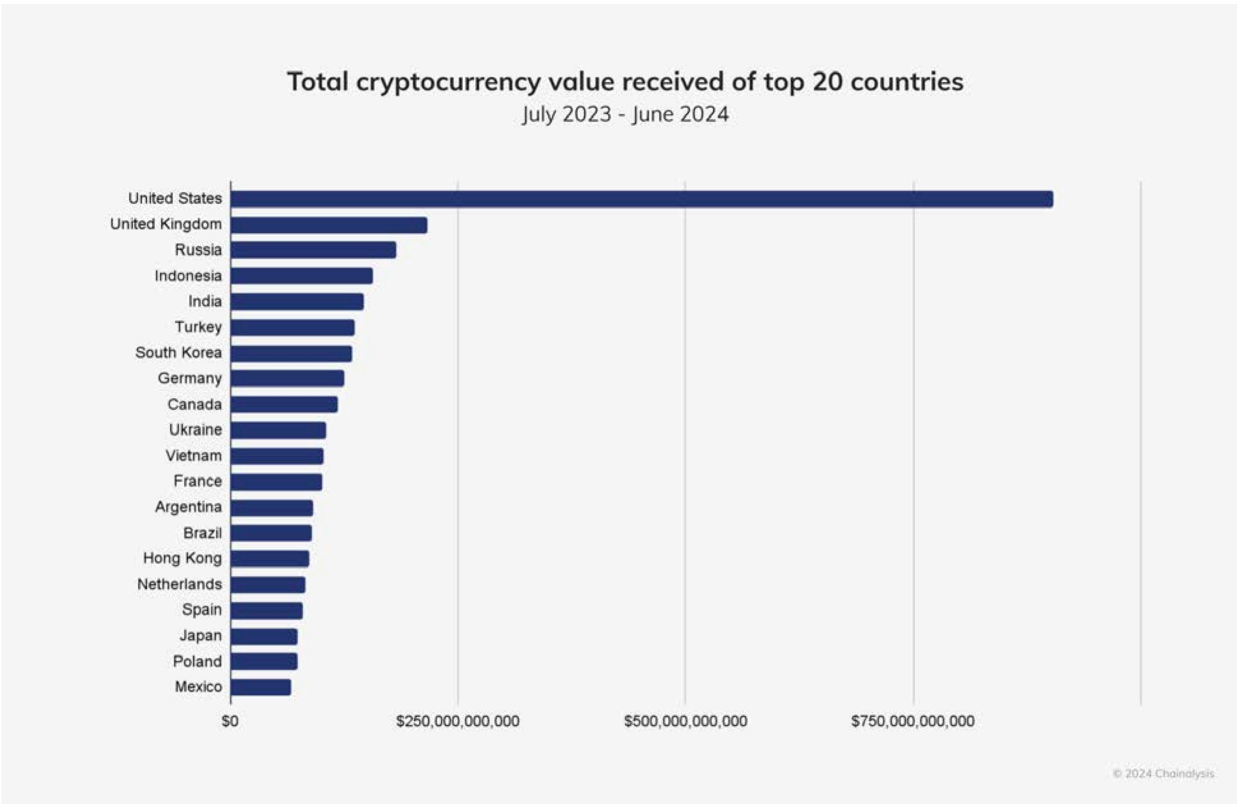
After a bear market spurred in part by the late 2022 collapse of FTX and the March 2023 failure of Silicon Valley Bank, the North American crypto sector has made a remarkable recovery. In March of 2024, the price of bitcoin (BTC) broke $73,000 – a new all-time high – signaling a resurgence from a period of sustained volatility that ultimately strengthened the ecosystem's integrity and resilience.

In 2024, the convergence of traditional finance (TradFi) and crypto was cemented, with institutional enthusiasm amplified by the introduction of spot bitcoin exchange-traded products (ETPs) in U.S. markets. Exchange-traded funds (ETFs) in particular — which are the most popular and well-known type of ETP — have captured the attention of retail and institutional investors alike.

More than ever, North America's crypto climate is marked by substantive institutional momentum. Established legacy financial entities such as Goldman Sachs, Fidelity, and BlackRock — who have shaped financial markets in the U.S. and globally for decades — are now taking serious positions in the crypto space. This marks a critical maturation point for the industry, as cryptocurrency is increasingly integrated into the mainstream.

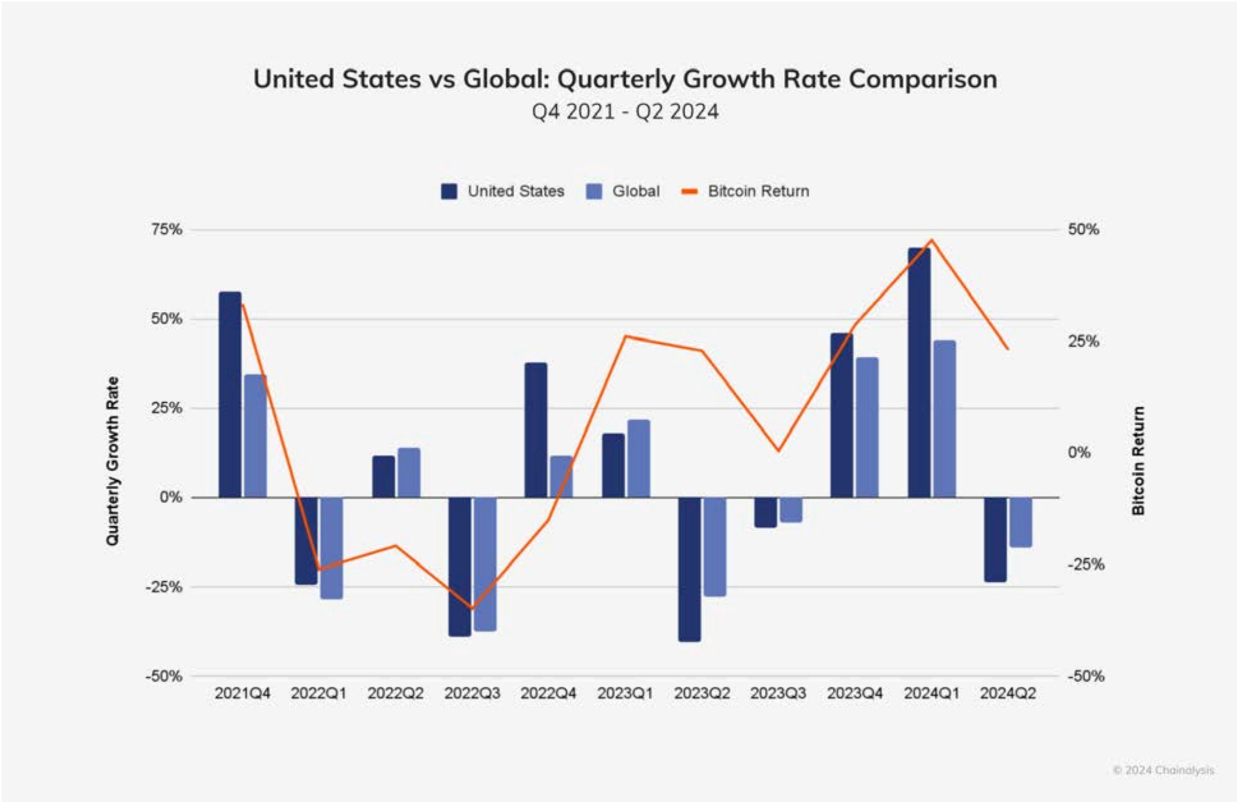
The United States is the foremost pillar of global crypto adoption

The United States' cryptocurrency markets are the largest and most influential in the world, standing out globally by a large margin.



This prominence stems in no small part from the country's immense wealth, large population, deep and liquid capital markets, and thriving innovation ecosystem. The U.S. also benefits from political stability, a favorable investment climate, and the U.S. dollar's present role as the principal reserve currency of the international financial system. Fortified by these factors, the U.S. is a global leader in cryptocurrency adoption, ranking fourth in our annual global adoption index.

U.S. markets are notably more volatile than global markets in terms of growth. In recent quarters, the U.S. has demonstrated heightened sensitivity to both bull and bear markets. When cryptocurrency prices rise, the U.S. market shows larger increases in growth than the global market — and the inverse is true when cryptocurrency markets decline. We can see this movement below, comparing the rate of growth in U.S. and global markets with returns on bitcoin.



United States vs Global: Quarterly Growth Rate Comparison
Q4 2021 - Q2 2024
United States
Global
Bitcoin Return
Quarterly Growth Rate
Bitcoin Return
75%
50%
25%
0%
-25%
-50%
50%
25%
0%
-25%
-50%
2021Q4
2022Q1
2022Q2
2022Q3
2022Q4
2023Q1
2023Q2
2023Q3
2023Q4
2024Q1
2024Q2
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Index: Growth in value received in United States by transfer size
Q3 2021 - Q2 2024
Large institutional (>$10M)
Institutional ($1M-$10M)
Professional ($10k-$1M)
Large retail ($1k-$10k)
Small retail (<$1k)
300.00
200.00
100.00
0.00
2021Q3
2021Q4
2022Q1
2022Q2
2022Q3
2022Q4
2023Q1
2023Q2
2023Q3
2023Q4
2024Q1
2024Q2
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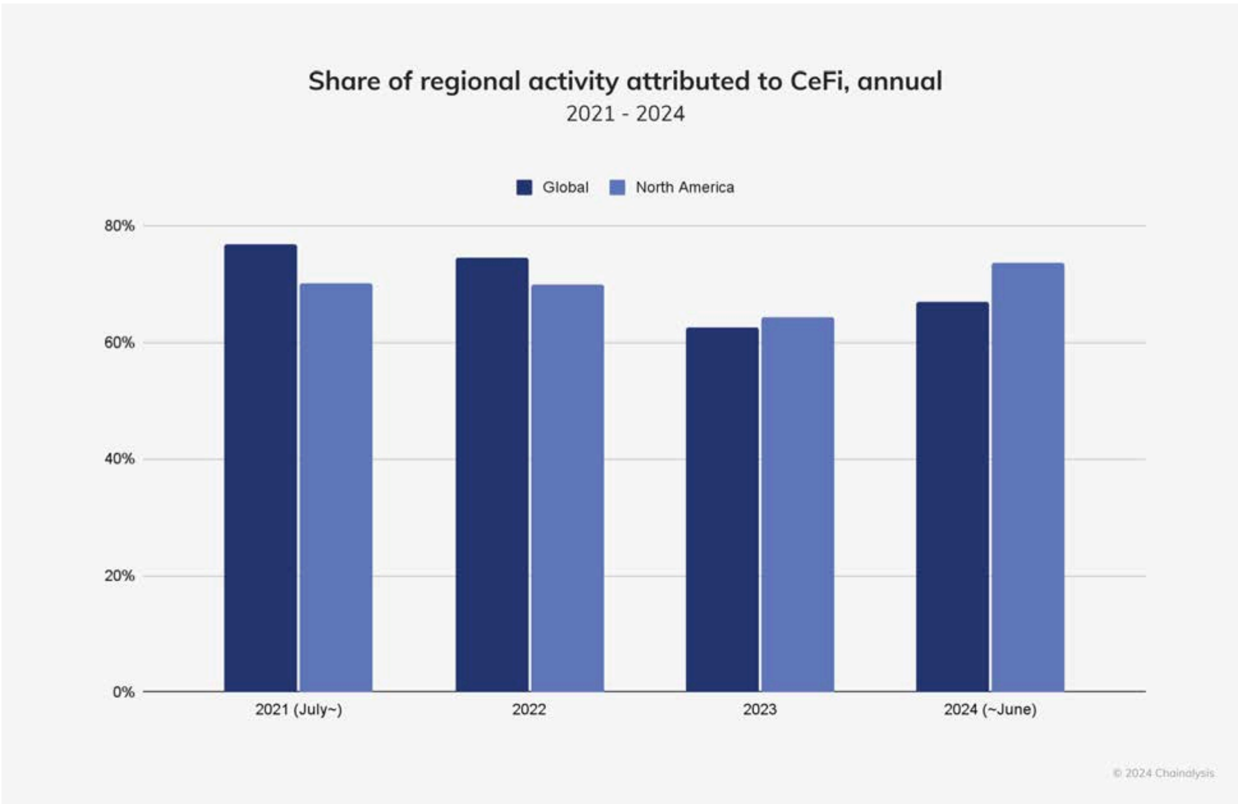
This volatility can largely be attributed to the significant levels of institutional activity within the country, a trend that positions the U.S. market as a key driver of global financial trends in both cryptocurrency and TradFi alike.

Concurrently, the U.S. is emerging as a dominant global user of centralized services in the crypto space, reflecting the growing reliance on centralized finance (CeFi) platforms, such as Coinbase and Gemini, for custody and asset management.



The rising demand for crypto-related financial products like ETPs — which we'll explore in greater detail below — is likely to drive the demand for CeFi.

Claire Ching, Head of Institutional at centralized exchange and custodian Gemini, emphasized the importance of making digital assets accessible to everyday users through centralized platforms. "At Gemini, we are in the business of abstraction — it's our job to simplify the crypto-native know-how so that anyone with a mobile phone can safely access digital assets," she explained.

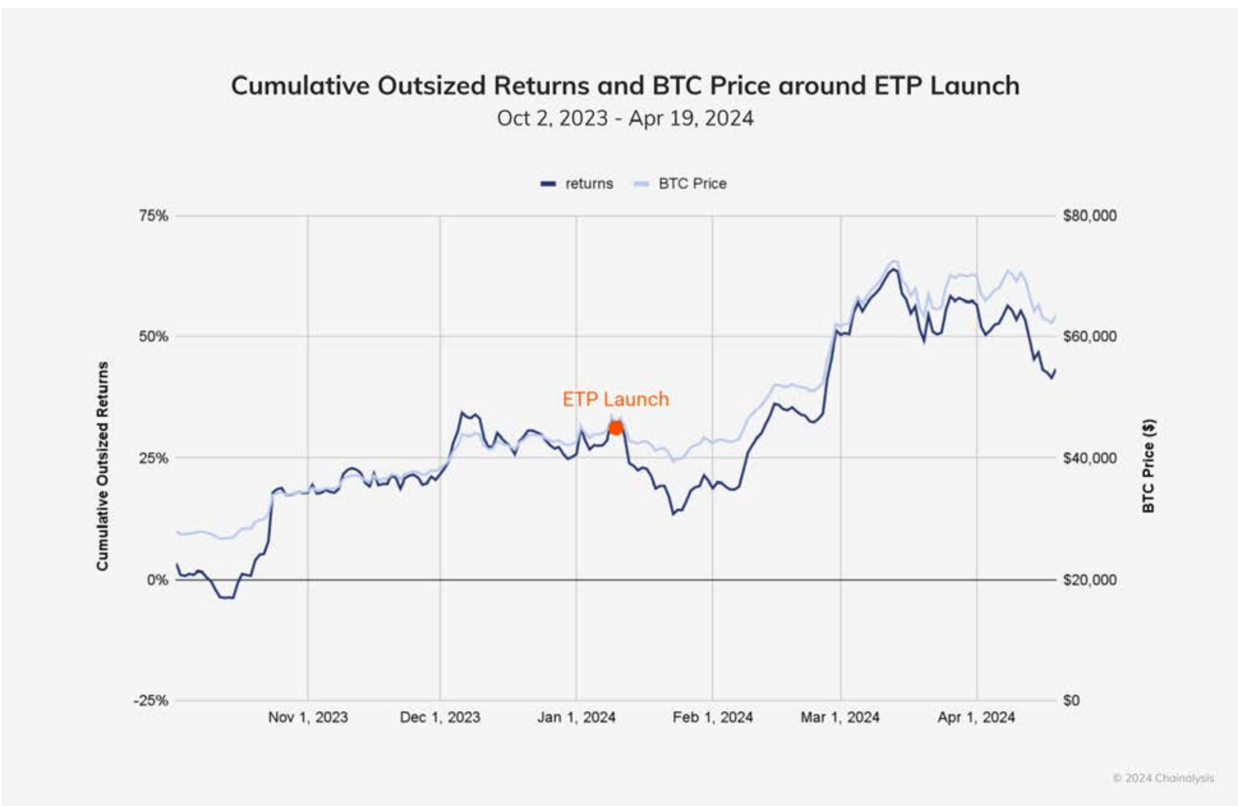
Furthermore, the entry of institutional giants like BlackRock into the crypto space underscores the growing convergence of TradFi and crypto. To gain insight into this development, we spoke with Kevin Tang from BlackRock's Digital Assets team. BlackRock's foray into digital assets has been carefully planned — which includes their BTC and ETH ETPs as well as tokenization – with strategic CeFi partnerships laying the foundation for its success. For example, in 2022, BlackRock partnered with Coinbase to integrate Coinbase Prime capabilities into Aladdin, the firm's proprietary investment management platform. This integration allowed BlackRock and its clients to manage bitcoin and ether exposures seamlessly alongside those of traditional assets. “The platform integration was critical in building the foundational capabilities that would ultimately pave the way for the build-out of IBIT [iShares Bitcoin Trust],” Tang explained.

Centralized platforms are likely to remain pivotal in driving the ongoing TradFi-crypto convergence. "CeFi and centralized institutions are critical in enabling the evolution and provision of infrastructure that allows firms like BlackRock to operate in the [crypto] space," Tang emphasized.

United States market drives global prices as ETPs solidify crypto-TradFi nexus

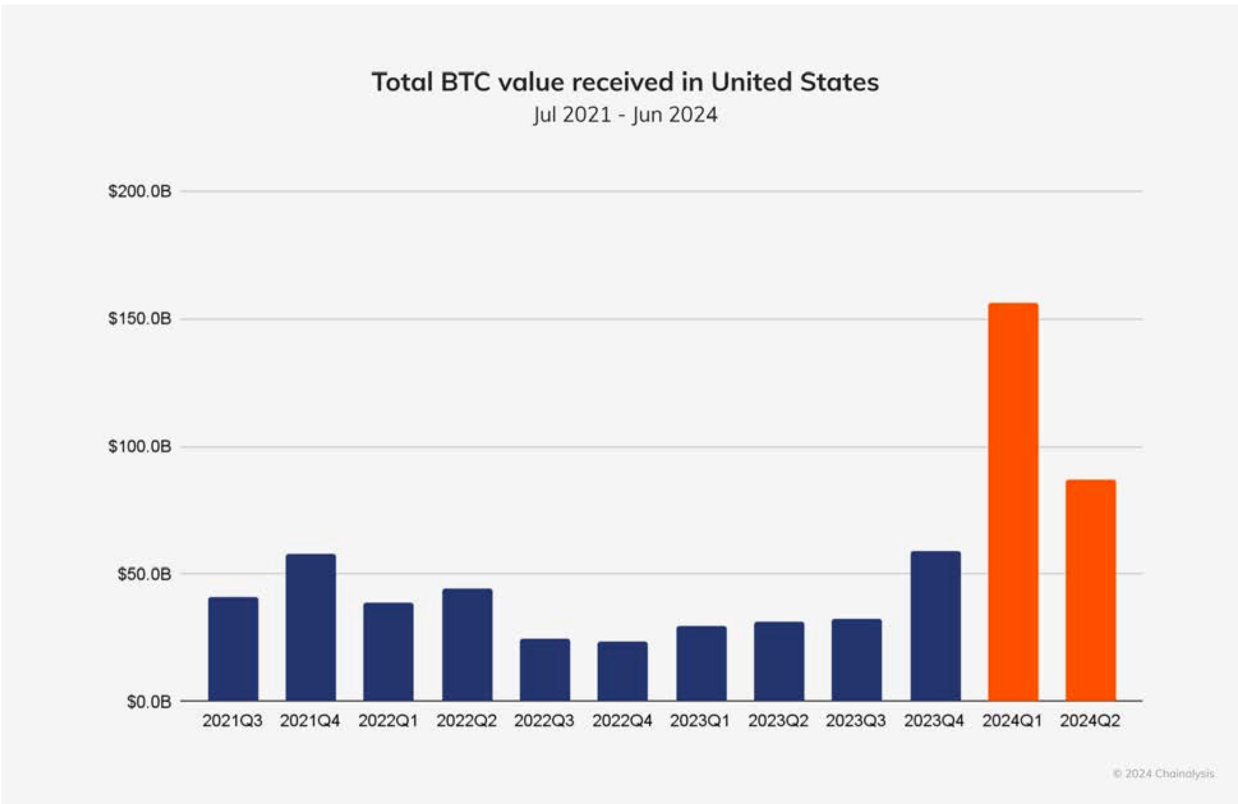
As we have explored in other global cryptocurrency markets, the January 2024 launch of spot bitcoin ETPs in the U.S. has had a transformative impact on both the U.S. and global crypto markets, driving institutional interest and bringing unprecedented inflows into BTC.

Immediately following the SEC’s approval, the market experienced a global bull run in price, accompanied by positive outsized returns a few weeks after the launch.



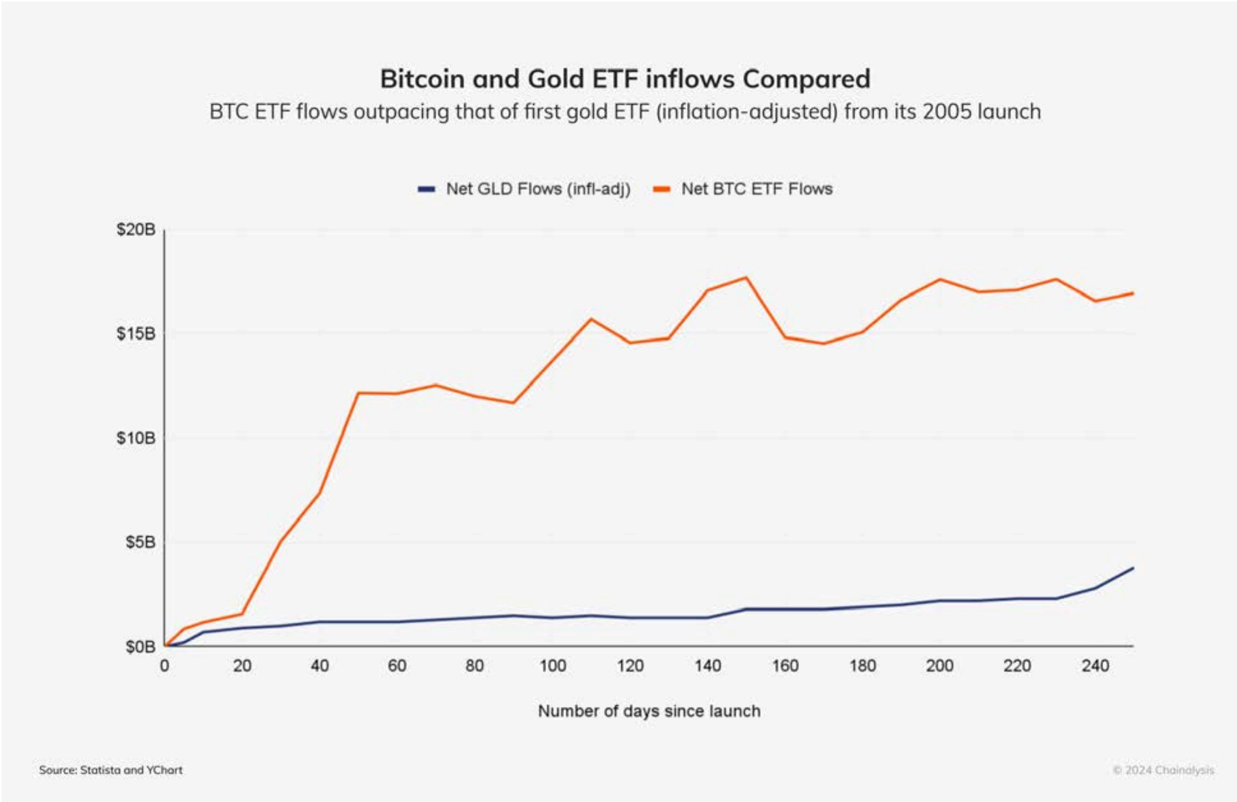
While it is not possible to fully isolate the impact of the launch of the U.S. bitcoin ETPs, there is broad recognition that the ETP contributed to a bullish market sentiment and increased institutional BTC exposure. This wave of demand has been attributed to ETPs' abilities to simultaneously meet the needs of both retail and institutional investors, providing a familiar, regulated vehicle for gaining BTC exposure while avoiding the complexities of managing private wallets or navigating crypto-native infrastructure.

The U.S. launch of bitcoin ETPs — and spot ether ETPs months later — marks a pivotal moment in the TradFi-crypto convergence, primarily because it influenced institutional interest and broader market sentiment. Following the approval of the bitcoin ETP in the U.S., the crypto market experienced a notable uptick.



For deeper insight into the implications of this milestone, we asked Kevin Tang of BlackRock — whose iShares Bitcoin Trust (IBIT) has emerged as the most popular BTC ETP — to discuss its impact. "The launch of the U.S. bitcoin ETPs has been historic and speaks to the pent-up demand among investors for a low-cost, efficient, and secure way to invest in bitcoin." IBIT broke several records, including being the fastest ETP to reach $10 billion and $20 billion in assets under management (AUM). "We had high expectations for asset gathering with the bitcoin ETP, the strong client interest we have seen so far represents a win for the ETF wrapper," Tang remarked.

Within its first two hundred days, inflows to the U.S. bitcoin ETFs wildly outpaced even the historically popular gold ETF, making it the most popular class of ETP in history.



The rapid adoption affirms the strong, latent demand for a regulated, institutional-grade product that offers access to BTC.

The impact of the U.S. bitcoin ETPs is not just a U.S. phenomenon; it has far-reaching implications, setting the stage for a broader wave of adoption internationally, as well. Tang pointed out that the product has attracted investments from Asia, Europe, and Latin America. “The global impact of these ETPs is undeniable,” he said. Tang further emphasized that BTC is increasingly being viewed as a global monetary alternative and a unique diversifier in portfolios especially as a potential hedge against inflation or geopolitical instability — a point echoed in BlackRock’s recent whitepaper on the unique value proposition that bitcoin affords to investors.

This growing acceptance of BTC and ETH as assets worthy of serious investment is paving the way for broader institutional adoption. Tang noted that many investors are now engaging in deeper discussions about the role of BTC and other crypto assets in portfolios. “They’re asking how bitcoin fits in a portfolio alongside other traditional investments,” he said, noting that the launch of the ETPs has opened the door for broader access to crypto. “ETPs have shifted the conversation to focus on the investment merits and the value proposition of BTC and ETH, rather than just the logistical challenges of how to gain access to them,” Tang explained.

For many institutions, bitcoin ETPs serve as a first step toward deeper engagement with the crypto market. This exposure could eventually lead to broader investments in blockchain technology and decentralized finance (DeFi) well beyond exposure to the price of BTC and ETH. “Right now, we’re focused on BTC and

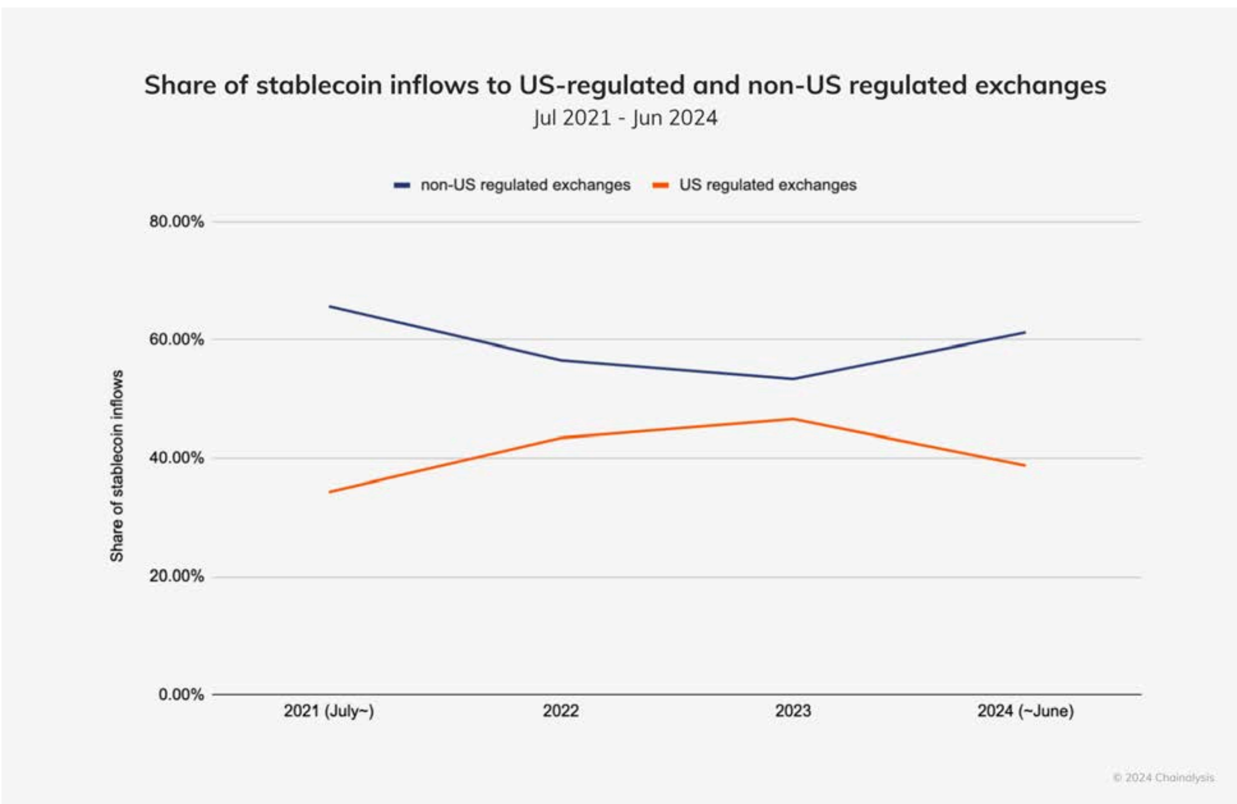
ETH because that's where we're seeing demand and regulatory clarity," he explained. "We're always looking to meet our clients' needs as the market evolves."

With ongoing efforts to educate investors and build trust in the space, traditional financial institutions (FIs) like BlackRock are playing an important role in reshaping how institutions approach cryptocurrency, laying the foundation for broader adoption in the future. As Tang put it, "We firmly believe in the potential of blockchain technology, and tokenization specifically, to potentially disrupt traditional finance."

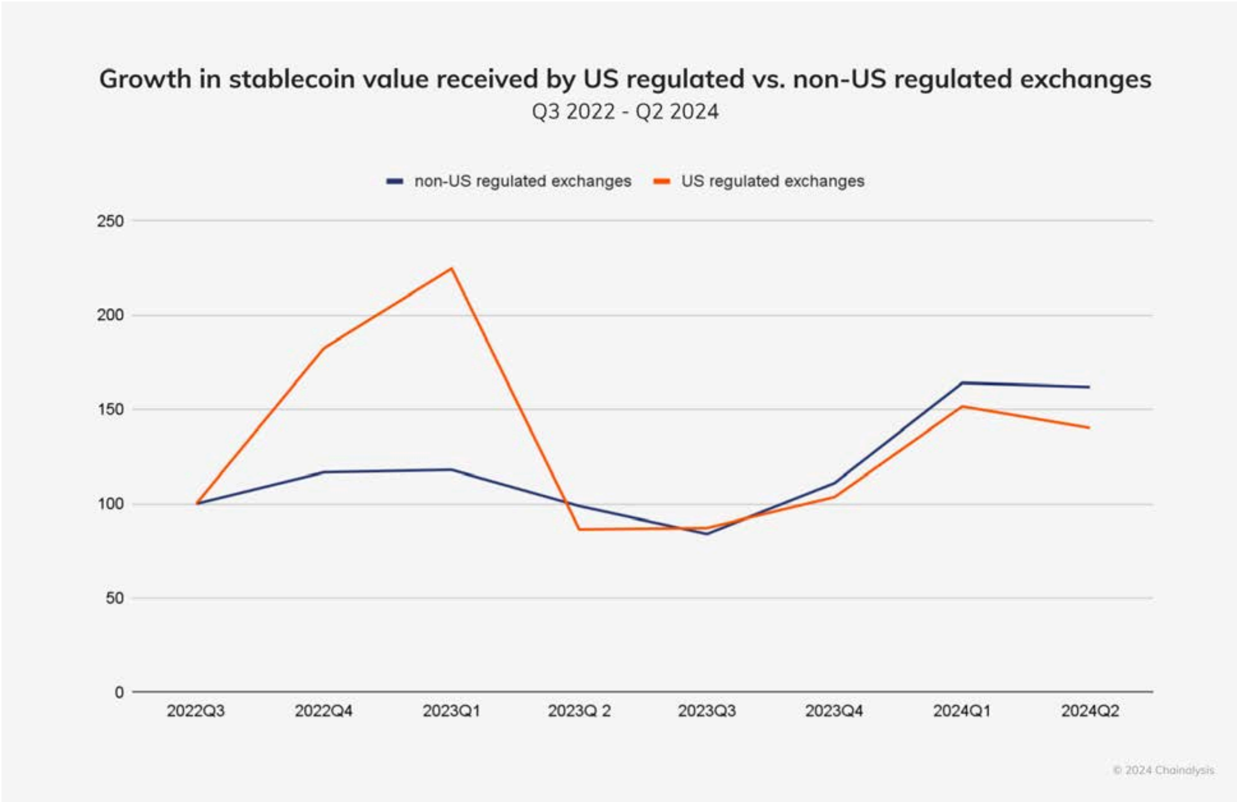
Stablecoin growth stalls in U.S. markets

Despite record activity, U.S. markets have also faced some challenges over the past year, including a noticeable shift in stablecoin activity away from U.S.-regulated platforms. This trend may reflect barriers imposed by sputtering regulatory progress on stablecoins and digital assets more broadly.

Up through 2023, the share of stablecoin transactions on U.S.-regulated exchanges had been steadily increasing, consistent with increased stablecoin adoption globally. However, in 2024, this trend began to reverse, as we see below.



This shift likely reflects a relative, rather than absolute, decline in stablecoin usage within U.S. markets, given the surge in stablecoin adoption across emerging and global markets. More stablecoin transactions are now happening on non-U.S.-regulated exchanges, suggesting that global stablecoin adoption is outpacing U.S. growth. Below, we can see that both U.S.-regulated and non-U.S. regulated exchanges are growing, but non-U.S. market stablecoin activity is growing faster.



As noted above, this shift does not necessarily indicate a sharp decline in U.S. market participation, but instead speaks to the rapidly expanding role of stablecoins in emerging markets and non-U.S. jurisdictions.

For further insight into the evolving stablecoin market, we spoke with Circle, the issuer of USDC — a stablecoin pegged to the U.S. dollar. Circle emphasized the growing global demand for U.S. dollar-backed assets, especially among populations outside traditional banking systems where access to stable currency is limited.

“One way to think about the near-term opportunity for USDC is to look at the global demand for fiat dollar cash," a spokesperson from Circle explained. "The Federal Reserve estimates that nearly $1 trillion in U.S. banknotes — 45% of all banknotes outstanding — are held outside the U.S., with two-thirds of all $100 bills in circulation abroad. This demand exists despite the difficulty people outside the U.S. encounter when trying to source U.S. dollars through their local banking systems."

The growth in stablecoin usage outside the U.S. reflects a broader trend where international markets, faced with currency volatility, are turning to dollar-denominated stablecoins to preserve value and facilitate faster, cheaper transactions. Stablecoins, such as USDC and USDT (Tether), offer a compelling solution by providing access to the stability of the U.S. dollar without requiring access to traditional banking rails, which are often more difficult to access outside of the United States.

Still, regulatory uncertainty in the U.S. is threatening the country’s leadership in the stablecoin space. Circle pointed out that the absence of clear U.S. regulations has allowed other financial centers — such as the

European Union (EU), the United Arab Emirates (UAE), Singapore, and Hong Kong — to attract stablecoin projects with more favorable regulatory frameworks. "Europe, through its MiCA framework, has succeeded in doing what the U.S. has yet to achieve: providing legal and regulatory clarity for the entire digital asset market," the spokesperson noted. Markets in Crypto-Assets Regulation (MiCA), which began to take effect in June 2024, has created a regulatory foundation for stablecoins in the EU.

This regulatory clarity in regions outside the U.S. is fueling the growth of stablecoins globally, while the U.S. risks falling behind. "The absence of a U.S. regulatory framework for dollar-referenced stablecoins represents a threat to American interests," the spokesperson from Circle warned. "This vacuum has incentivized the growth of stablecoins outside the U.S., where demand for access to the dollar is greater." The opportunity cost for the U.S. extends beyond missing out on economic activity tied to stablecoins — it also risks forfeiting influence and authority over the future role of the dollar in on-chain commerce. This is not unlike the historic precedent of Eurodollars, which initially received little attention from U.S. policymakers due to the market's small size. Eurodollars quickly grew, however, and helped cement the dollar's international role — fortunately for legislators. The same may not hold true for the stablecoins if the U.S. continues to lag on providing clarity.

Nevertheless, Circle remains optimistic about USDC's potential in the U.S., despite the regulatory delays. "The U.S. is the home of the dollar — and Circle's home market — and we are bullish on USDC's potential here," they added. However, as more countries develop regulatory frameworks that encourage stablecoin adoption, particularly in regions where inflation and instability spur demand, U.S. policymakers are under increasing pressure to act. "A key question now is whether the U.S. will finally enact stablecoin rules of its own, or maintain the status quo of uncertainty, which policymakers in both U.S. political parties say is unacceptable," they remarked.

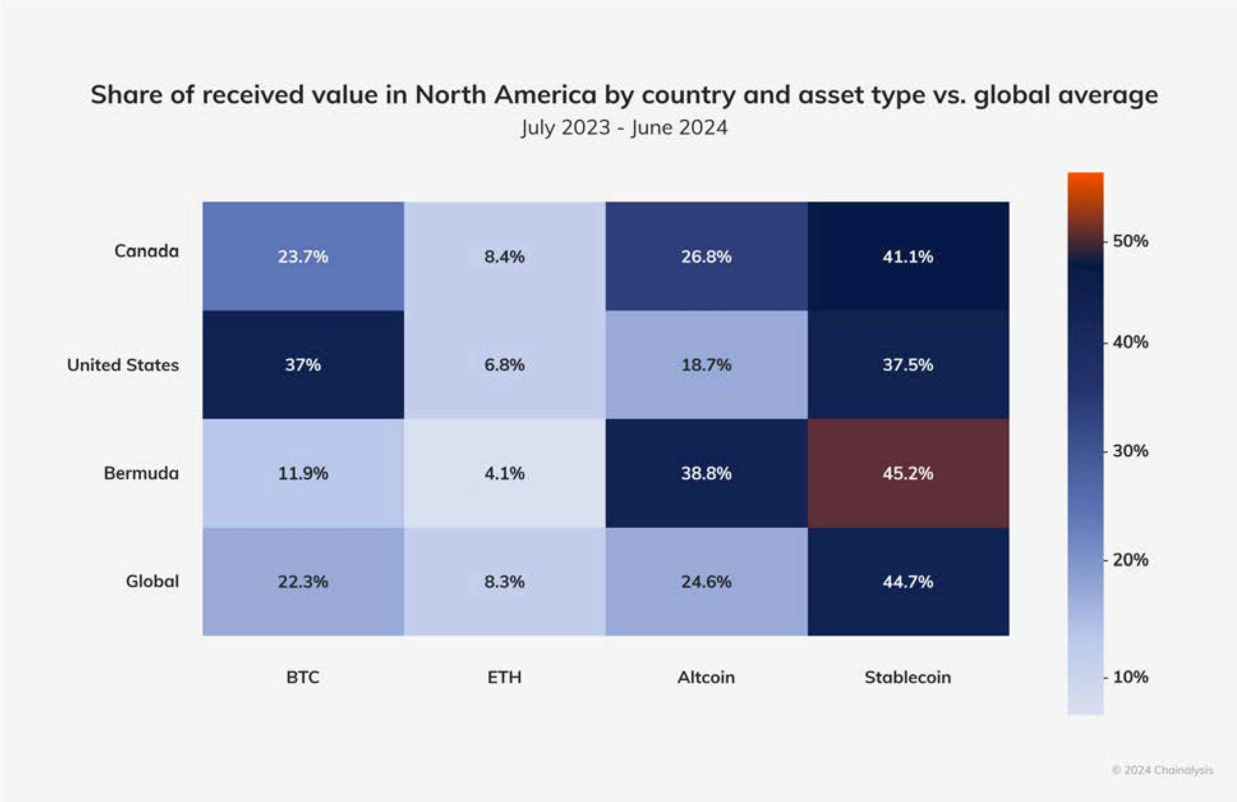
The U.S. is not without progress on stablecoins entirely. Circle referenced the stablecoin bill advanced by the House Financial Services Committee in July 2023, which could provide the regulatory clarity needed for the U.S. market to remain competitive. "Congress should approve this bill on a bipartisan basis," they urged. Establishing clear AML/CFT and sanctions obligations for stablecoin issuers will be critical to ensuring U.S.-based stablecoins maintain their global relevance.

Canadian markets follow U.S. closely

Although smaller than their U.S. counterparts, the Canadian market remains a key player in North America, receiving approximately $119 billion in value between July 2023 and June 2024.

While Canadian markets closely follow U.S. trends, there tends to be less volatility, with more moderate gains during bull markets and milder retractions during bear markets.

Across the board, Canada tracks closely with global averages in asset distribution and transaction sizes.


Share of received value in North America by country and asset type vs. global average
July 2023 - June 2024
Canada
United States
Bermuda
Global
23.7%
8.4%
26.8%
41.1%
37%
6.8%
18.7%
37.5%
11.9%
4.1%
38.8%
45.2%
22.3%
8.3%
24.6%
44.7%
BTC
ETH
Altcoin
Stablecoin
50%
40%
30%
20%
10%
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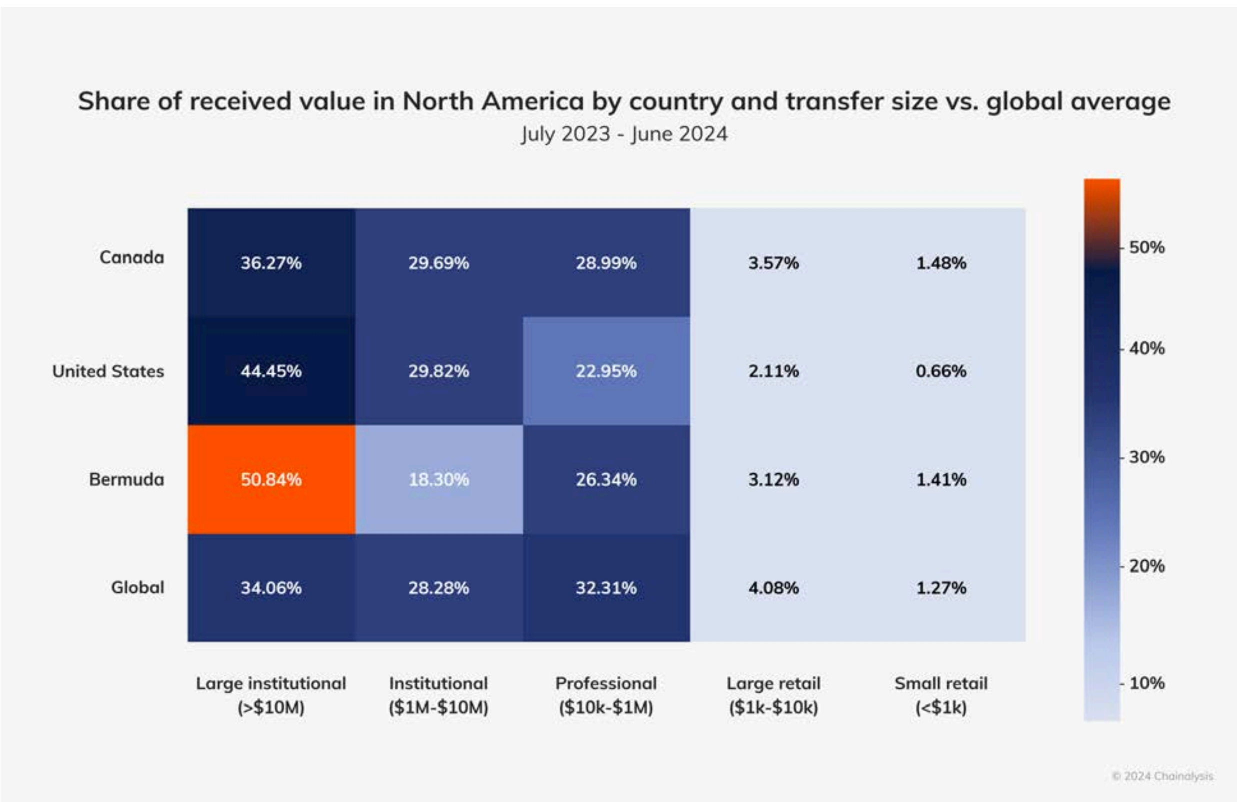
Share of received value in North America by country and transfer size vs. global average
July 2023 - June 2024
Canada
United States
Bermuda
Global
36.27%
29.69%
28.99%
3.57%
1.48%
44.45%
29.82%
22.95%
2.11%
0.66%
50.84%
18.30%
26.34%
3.12%
1.41%
34.06%
28.28%
32.31%
4.08%
1.27%
Large institutional (>$10M)
Institutional ($1M-$10M)
Professional ($10k-$1M)
Large retail ($1k-$10k)
Small retail (<$1k)
50%
40%
30%
20%
10%
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For an on-the-ground perspective of the cryptocurrency landscape in Canada, we spoke to Kunal Bhasin, Partner & Co-lead at KPMG's Digital Assets Center of Excellence, Advisory Services. Bhasin offered insights into crypto adoption in Canada, as well as some of the challenges the industry is facing.

In the wake of regulatory changes implemented last year — which introduced stricter rules around custody, leverage and stablecoins — Canada has seen several major crypto businesses suspend operations within the country, with Gemini joining Binance and OKX as the latest exchanges to exit the market. However, according to Bhasin, this trend is not solely due to regulatory challenges. "Canadian regulators have provided more clarity to crypto exchanges than other North American jurisdictions by introducing the concept of crypto contracts, which clarifies the applicability of securities regulations for crypto platforms," he explained. The departure of these exchanges, he suggests, might stem from broader business decisions rather than an unworkable framework. Nevertheless, Bhasin emphasized that Canadians still have "lots of regulated venues available to engage with crypto in a meaningful way."

While Canada's regulatory framework for trading platforms and investment funds has helped maintain some confidence, gaps remain — particularly in the regulation of stablecoins and DeFi. "The Canadian regulatory approach for stablecoins is somewhat different from the approach taken by other forward-looking jurisdictions such as EU, UAE, Hong Kong and Singapore." Bhasin explained. "There is not a clear regulatory framework for stablecoins. As a result, you could see stablecoin issuers leave Canada and associated crypto innovation also moving outside Canada," he said.

Despite these hurdles, Bhasin spoke to promising developments. The pan-Canadian self-regulatory organization, Canadian Investment Regulatory Organization (CIRO), now oversees all investment dealers, mutual fund dealers, and trading activity across Canada's debt and equity markets. Under this framework, crypto exchanges are required to become CIRO members, bringing them under stricter disclosure, internal control, and regulatory reporting requirements. "This is a sign of the Canadian regulatory landscape maturing for crypto companies," said Bhasin.

Another challenge in Canada's crypto adoption is the reluctance of major FIs to engage meaningfully with cryptocurrency. "Major banks globally have taken appropriate steps to understand the unique risks of banking regulated crypto companies and have incorporated an enhanced due diligence program relevant for crypto businesses, which are a source of new deposits for these banks. However, we're not seeing similar steps from banks in Canada," Bhasin explained. "This has made it difficult for crypto companies to get banking services, leading to some innovation moving outside of Canada." Additionally, he pointed out that large Canadian banks have crypto teams and have conducted various pilot programs and proof-of-concepts but, "When it comes time to move beyond these pilots, leadership often pulls back," he said, attributing this to risk aversion and a preference for maintaining existing business models over disrupting them with new, potentially risky crypto ventures.

A significant driver of crypto adoption worldwide has been the proactive stance of national governments, like those in Singapore and the UAE, who have prioritized crypto as a part of their economic strategies. According to Bhasin, stronger government engagement could stimulate growth and investment. "There needs to be more engagement at the federal level to make digital assets a priority industry for Canada," he said.

While Canada's crypto market faces challenges, Bhasin is optimistic about the future, especially given ongoing efforts from both the public and private sectors. "Canada still has a strong regulatory environment for certain crypto activities such as investment funds," said Bhasin, noting that it was the first country to launch staked ETH ETFs. "There's potential to grow that further by providing a clear roadmap for primary and secondary markets for tokenized real world assets," he added. "If the government makes crypto a priority and we continue to progress in the regulatory space, there's no reason Canada can't claim a position as a global leader in crypto adoption."

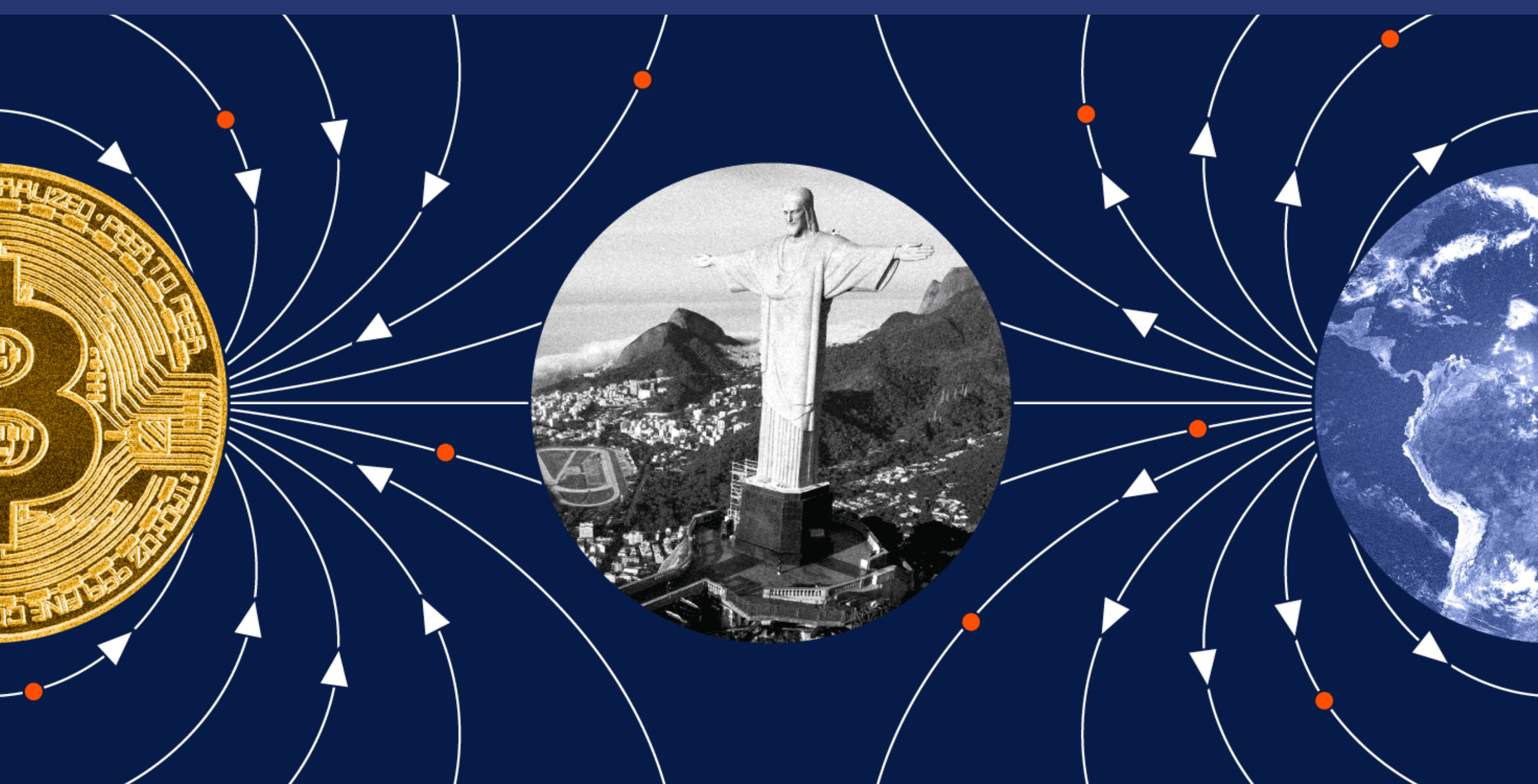
Future proofing crypto in North America's lies in the balance between institutional momentum, regularity clarity, and innovation

The immense influence of North America, particularly the United States, on the global cryptocurrency market is undeniable. The region's dominance this period, fueled by the introduction of ETPs and the growing TradFi-crypto convergence, has significantly shaped the crypto landscape both domestically and internationally. As Claire Ching of Gemini noted, "Institutional adoption has taken on a different flavor this cycle. It is more measured and requires significantly more diligence after last cycle's spectacular downfall of FTX. With this level of focus and resources, institutional commitment to the space is firmly cemented."

Institutional giants like BlackRock are no longer merely experimenting — they are fully invested, signaling that cryptocurrency has moved from the fringes to the mainstream financial conversation. Speaking to this paradigm shift, Kevin Tang from BlackRock imparted the importance of "the persistent view of blockchain as a transformative technology with the potential to disrupt traditional paradigms and value chains — not just in finance, but across
industries and sectors on a broader scale."

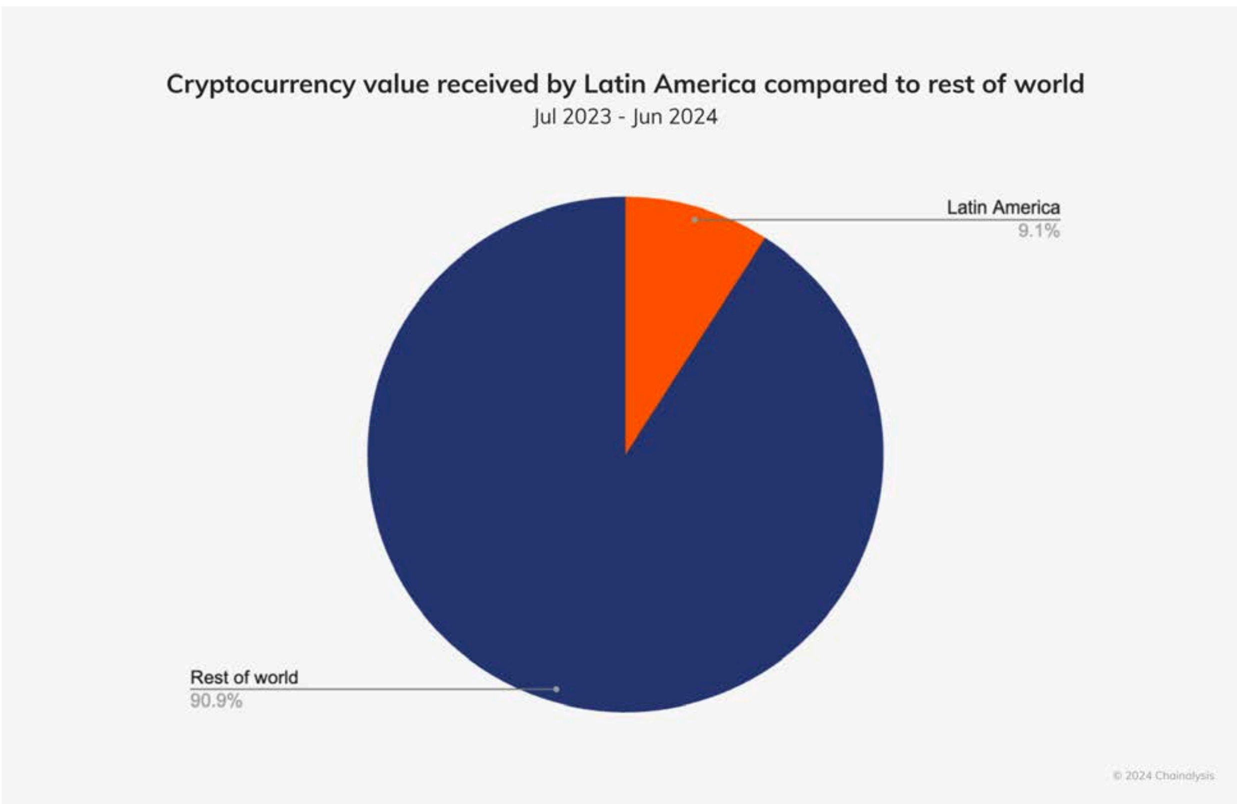
Despite this momentum, challenges remain. Regulatory uncertainty in the U.S. and Canada, coupled with the shift of stablecoin market share outside North America, emphasizes the need for balanced innovation, clear regulatory frameworks, and sustained institutional support to ensure the continued growth and stability of the crypto industry at large.

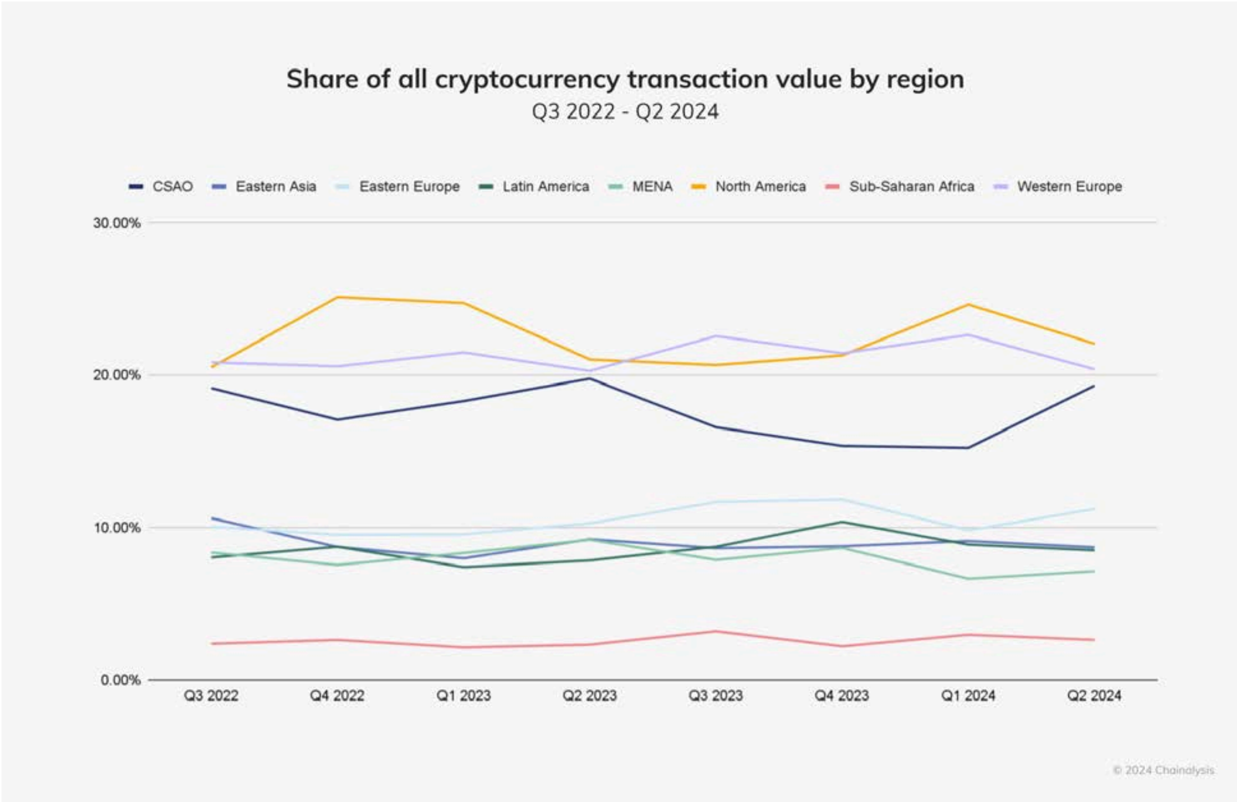
Latin America



Latin America's Search for Economic Stability: The Rise of Stablecoins Amid Volatility

Latin America is the fifth largest region we study, representing 9.1% of cryptocurrency value received between July 2023 and June 2024. During this time period, the region received nearly $415 billion in cryptocurrency, placing it slightly above Eastern Asia.




Share of all cryptocurrency transaction value by region
Q3 2022 - Q2 2024
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
30.00%
20.00%
10.00%
0.00%
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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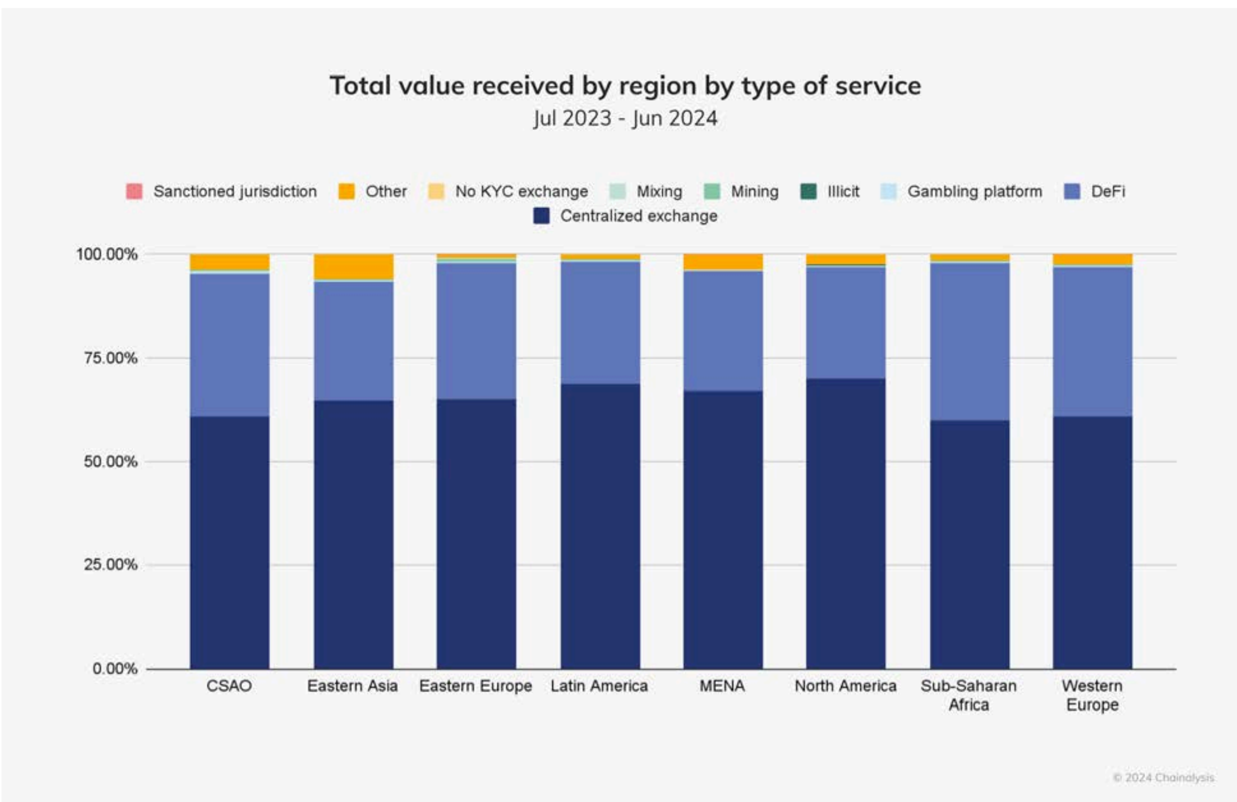
Total value received by region by type of service
Jul 2023 - Jun 2024
Sanctioned jurisdiction
Other
No KYC exchange
Mixing
Mining
Illicit
Gambling platform
DeFi
Centralized exchange
100.00%
75.00%
50.00%
25.00%
0.00%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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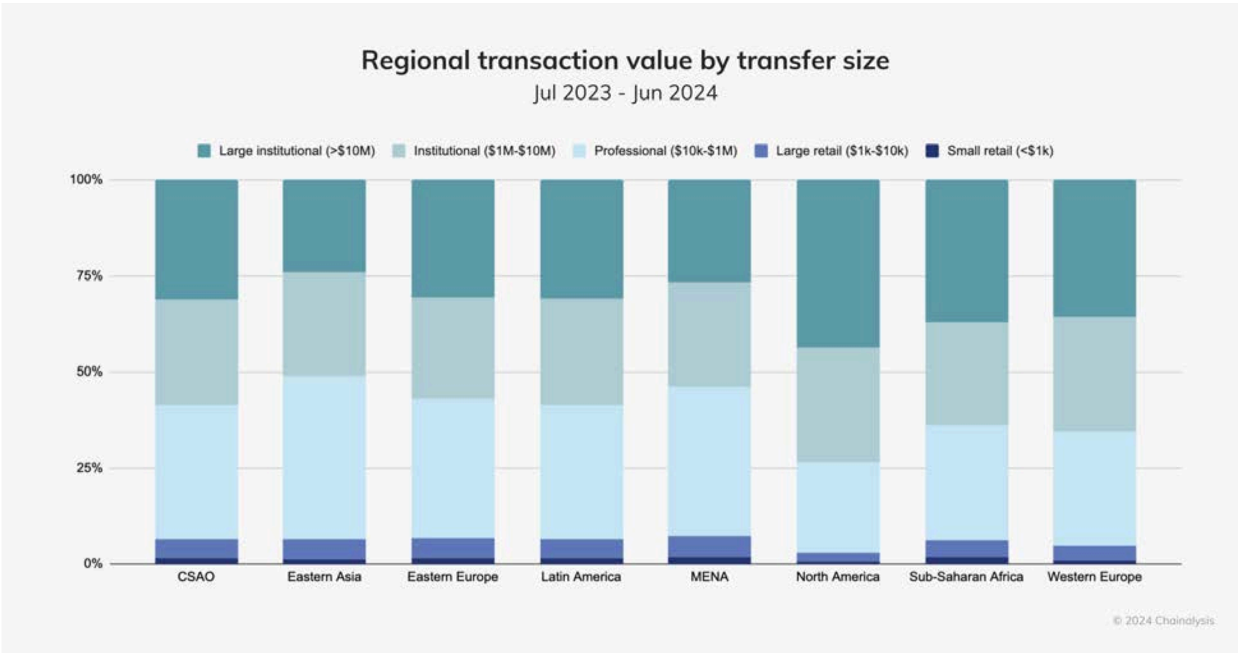
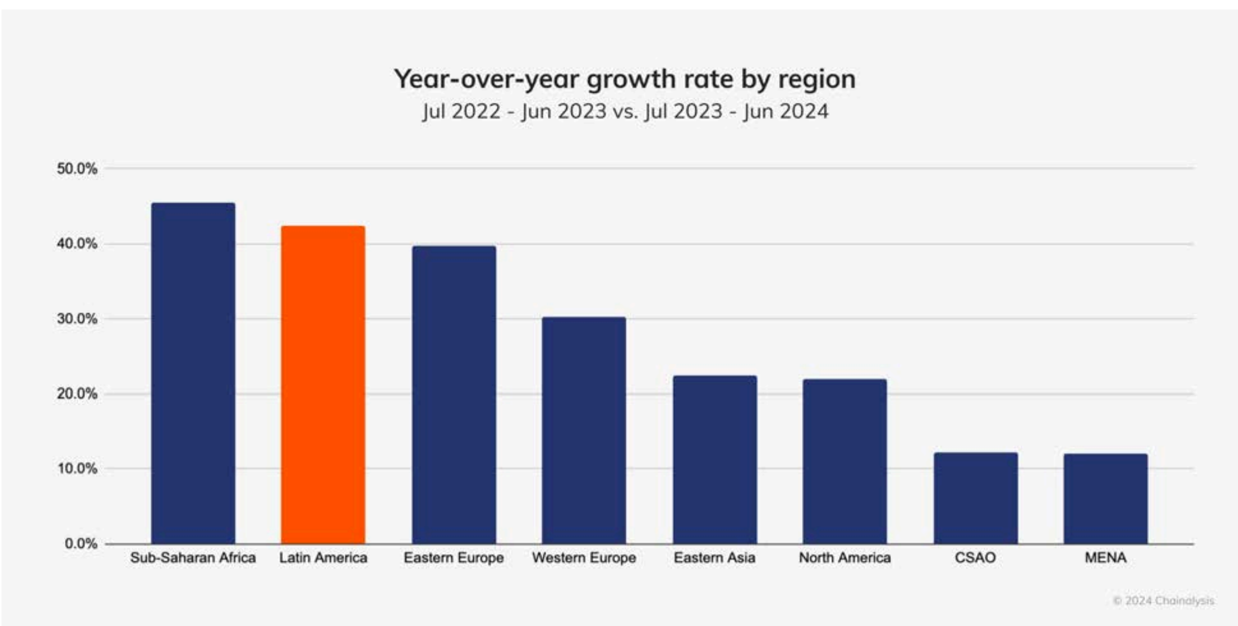
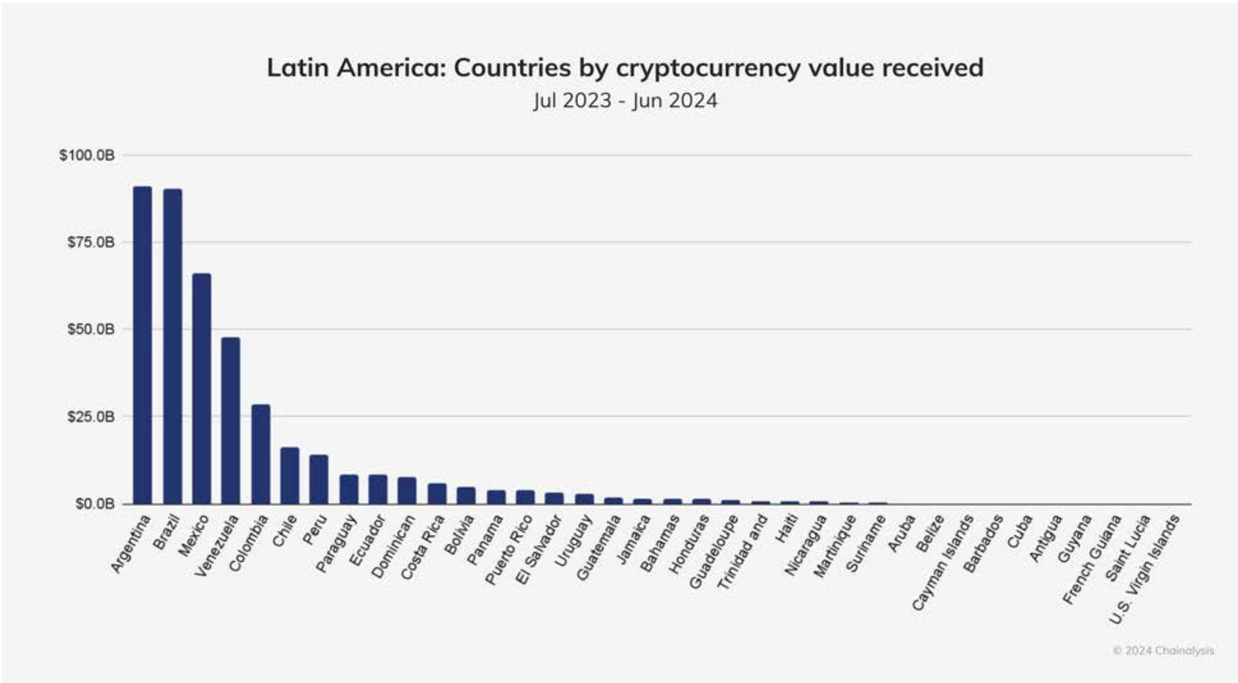
Centralized exchanges (CEXs) are the most popular service used by Latin Americans, at 68.7% — slightly behind CEX use in North America. Regional transaction value in Latin America is primarily driven by institutional and professional investors (i.e. entities transacting more than $10,000).



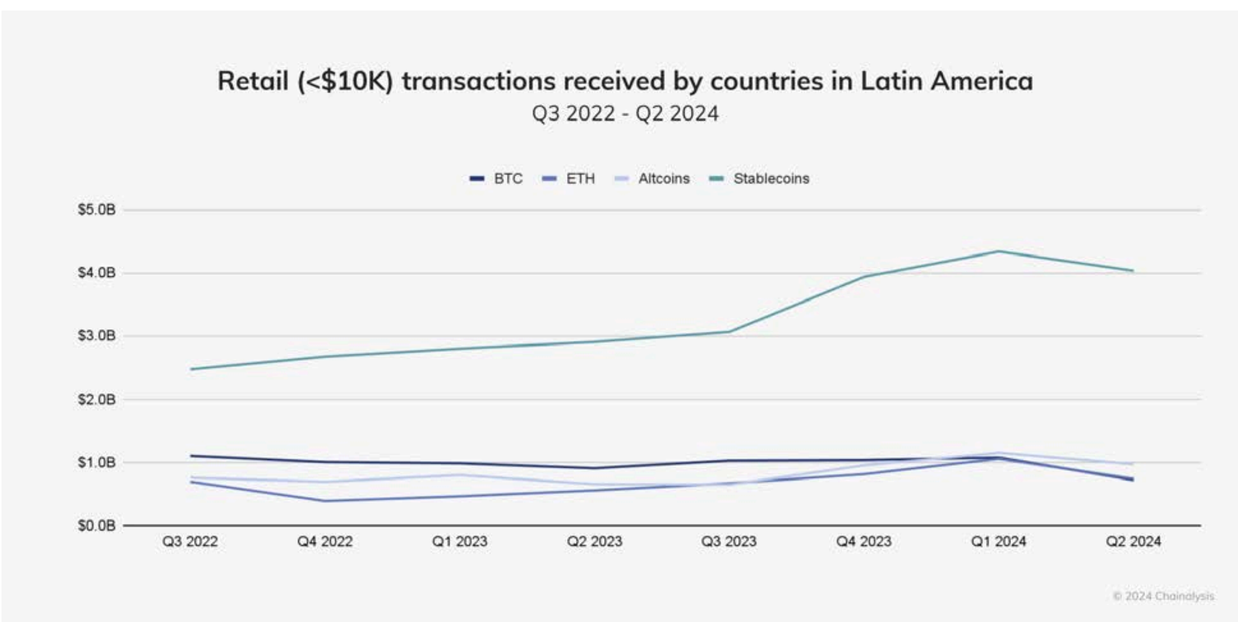
Latin America is the second fastest growing region we study this year, with a year-over-year (YoY) growth rate of approximately 42.5%. As we will explore later, much of this growth has been driven by strong — but decidedly diverse — crypto markets in Venezuela, Argentina, and Brazil.



Argentina leads the region in terms of cryptocurrency value received at an estimated $91.1 billion, only slightly ahead of Brazil's estimated $90.3 billion.

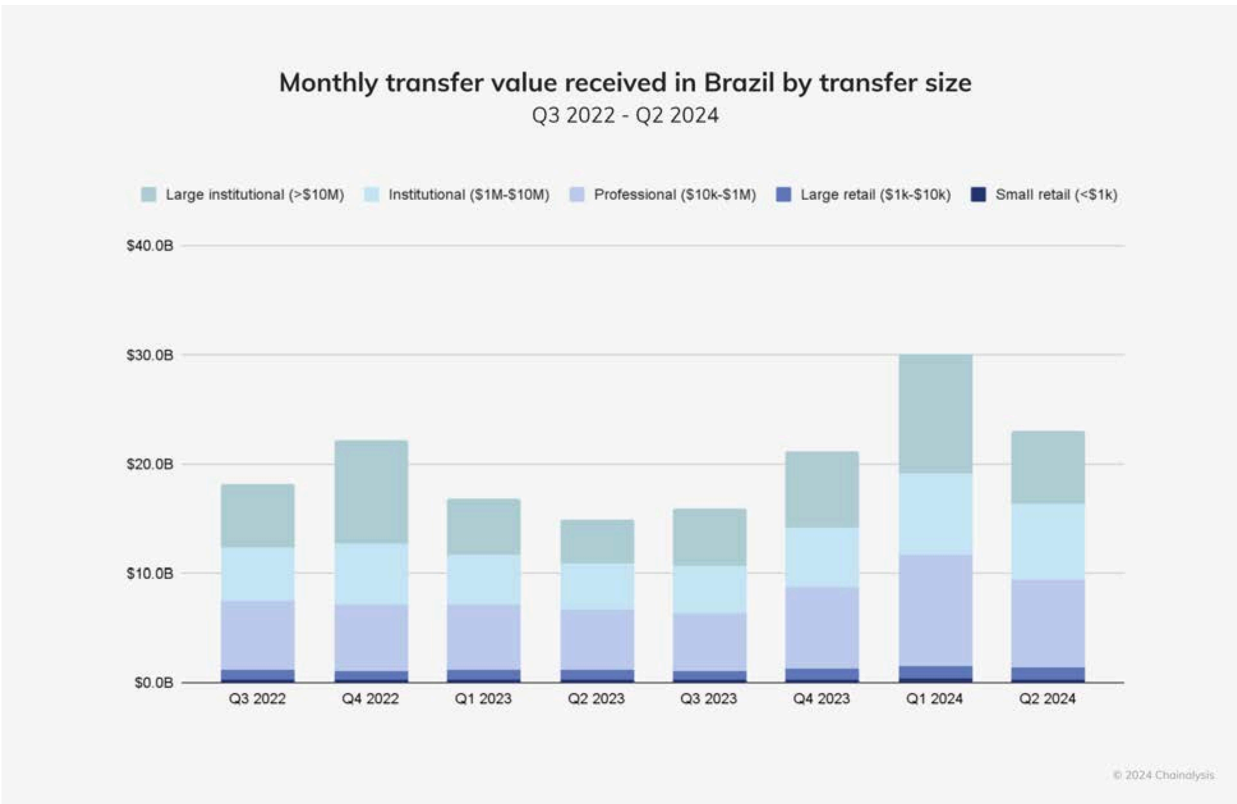


In our [global adoption index](), four of the top 20 countries are in Latin America: Brazil (9), Mexico (13), Venezuela (14), and Argentina (15). As we will explore in detail below, stablecoin-based remittances are gaining traction in these countries, as well as across Latin America as a whole.



Brazil's institutional crypto activity suggests renewed interest by major financial entities

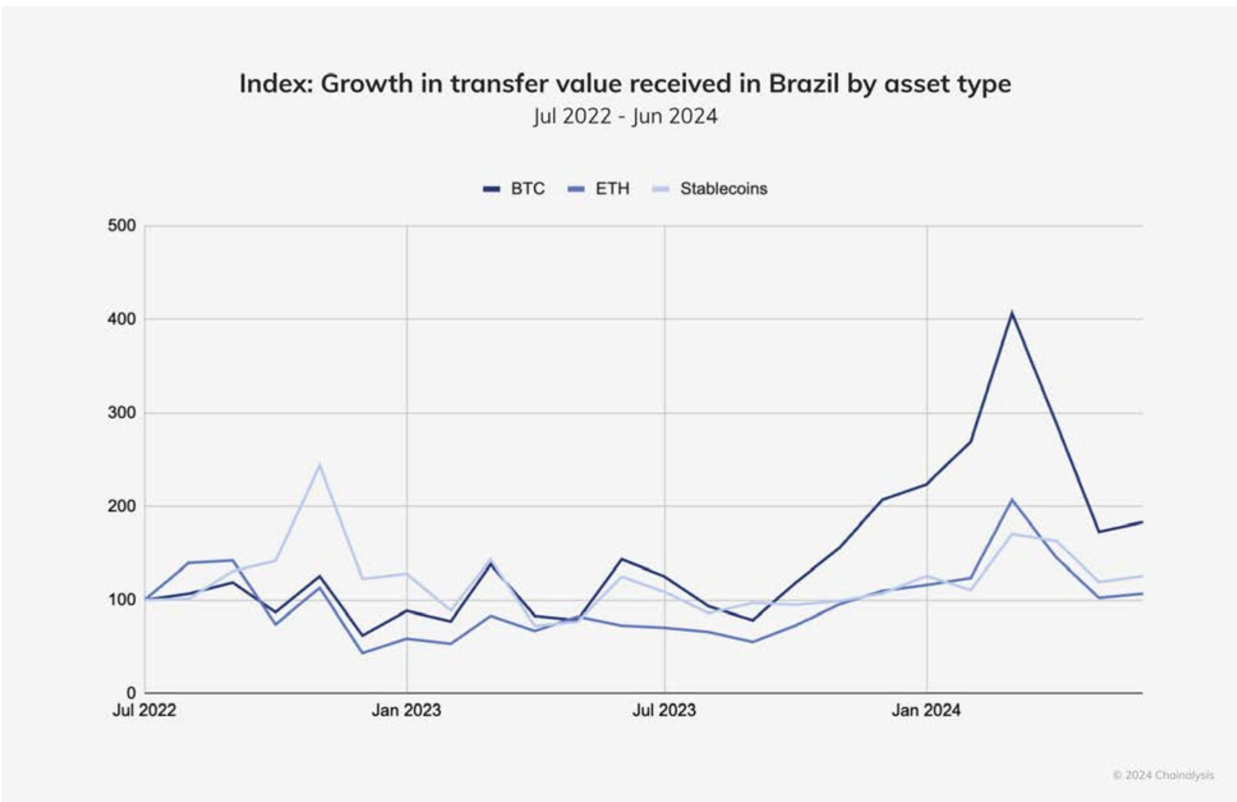
In last year's Geos report, we noted that, despite Brazil's historically well-developed institutional crypto market, institutional activity declined in early 2023, which likely coincided with the global crypto bear market. But this trend reversed in the middle of the year and has since increased, suggesting renewed interest by major financial entities. For instance, the monthly value of institutional-sized transactions (i.e. greater than $1 million) increased by approximately 29.2% between the last two quarters of 2023, and approximately 48.4% between Q4 of 2023 and Q1 of 2024.



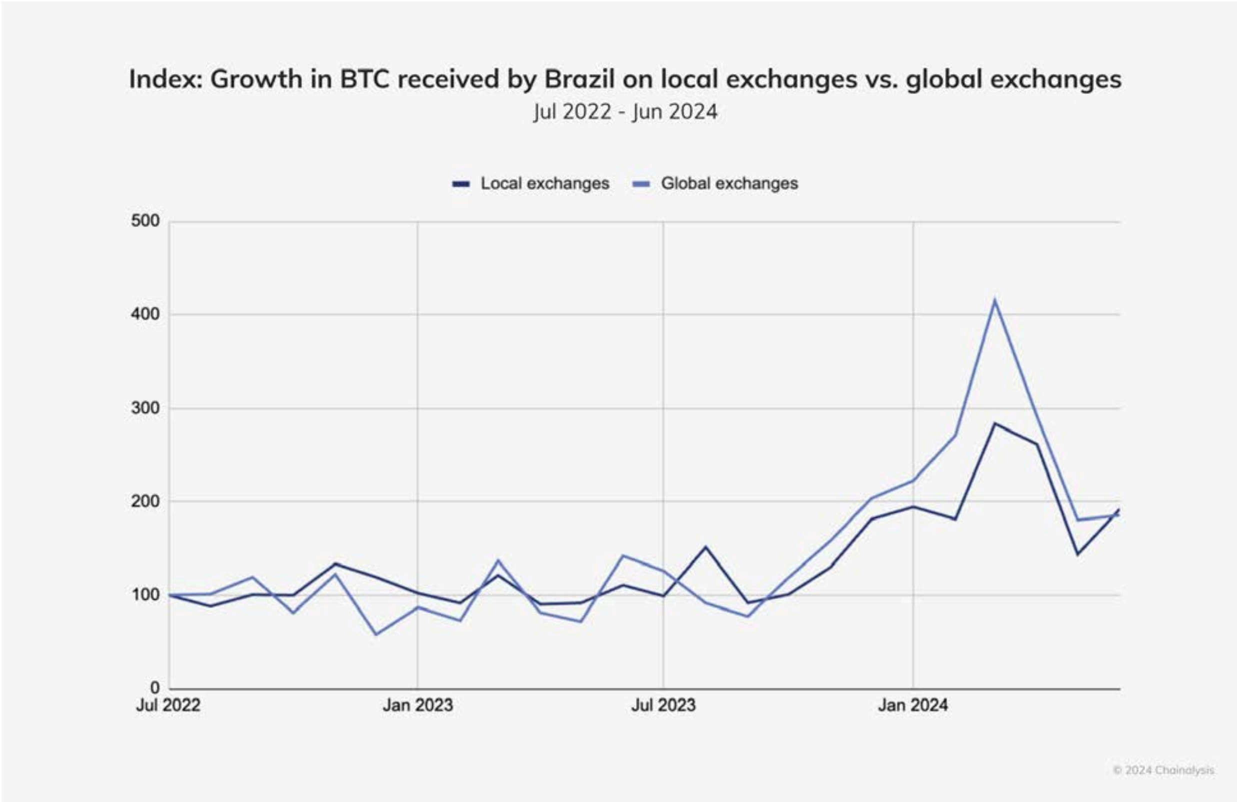
We spoke to André Portilho, Head of Digital Assets at investment bank BTG Pactual, to learn more about the factors driving this institutional activity. "One key factor is the diversification of portfolios, particularly as the market matures. Investors are increasingly integrating digital assets into their asset allocation strategies, viewing them as valuable alternative investments that offer the potential for enhanced returns. The consolidation of Bitcoin and other cryptocurrencies as established investment options has been crucial in this shift," he explained. "The notable recovery of institutional activity in crypto assets in Brazil can be partially attributed to regulatory evolution and the entry of American institutions into the cryptocurrency market, especially with the introduction of Bitcoin and Ethereum ETFs."

Aaron Stanley, Founder of Brazil Crypto Report, a newsletter and podcast that explores the latest trends in the Brazilian crypto ecosystem, noted similar trends in Brazil's embrace of crypto. "The ecosystem has matured quite significantly. We've seen several TradFi banks launch crypto brokerage products (Itaú, the country's largest bank, for example), and most of the other majors are actively building their own similar products. We saw major global exchanges, such as OKX and Coinbase, hard launch in the country, complete with local teams and entities. The Drex pilot program — a hybrid CBDC/smart contract platform being developed by Brazil's central bank — has also prompted TradFi banks to be much more forward thinking in their digital asset strategies. This has had downstream benefits on these institutions and their clients as it pertains to crypto adoption."

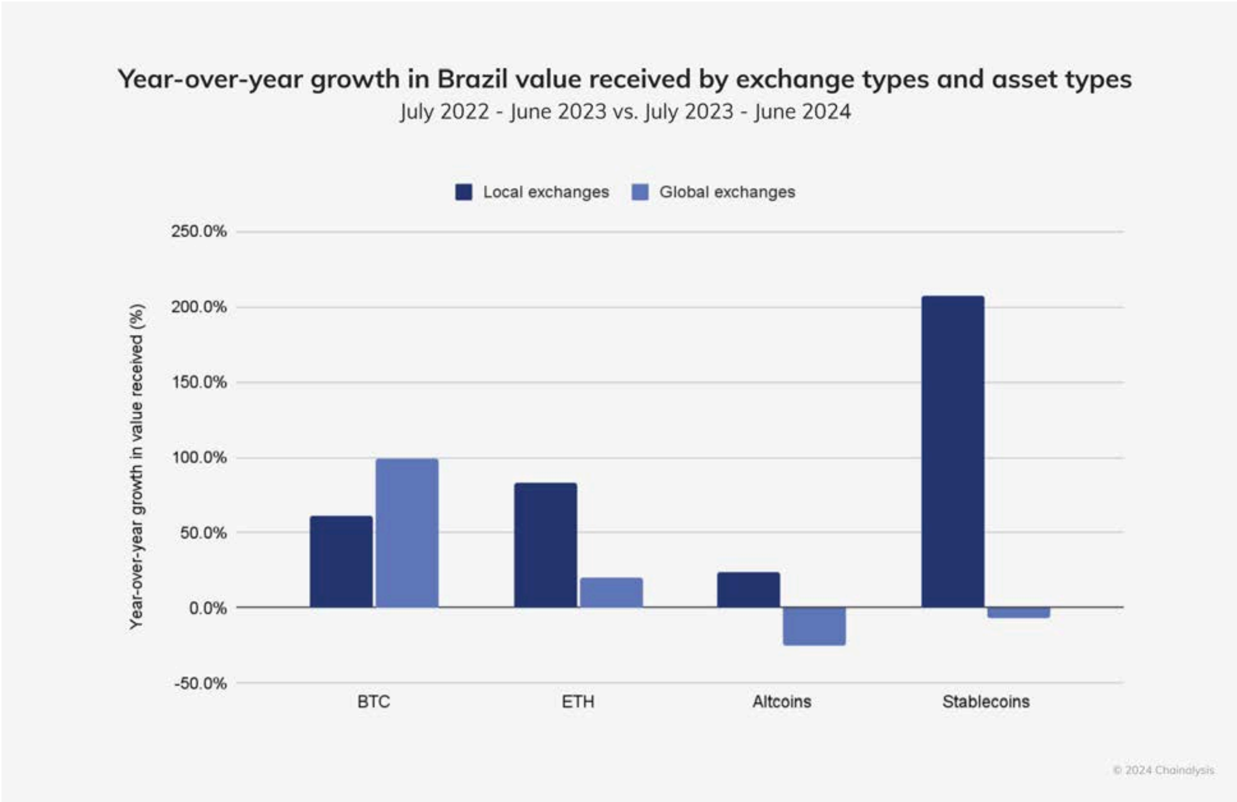
With crypto activity thriving across Brazil, we delved into a detailed analysis of the most popular assets among Brazilians. First, we found that Bitcoin transactions increased the most during the time period studied. There was a particularly sharp increase in Bitcoin transaction value between September 2023 and March 2024, which possibly coincided with the SEC's approval of spot Bitcoin ETFs in January 2024. It is also noteworthy that the price of Bitcoin almost doubled during this time period, which could have contributed to these higher volumes.



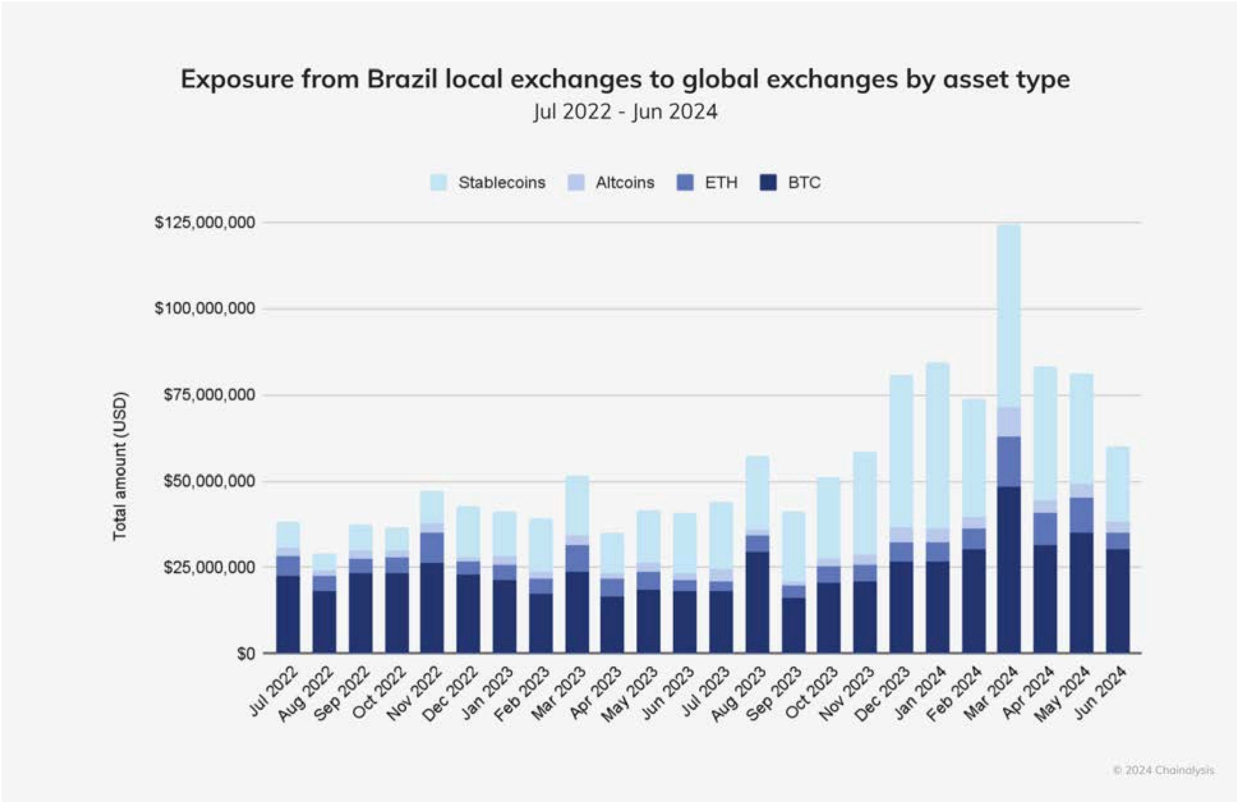
A closer look at this Bitcoin activity reveals that value received by Brazilians on global exchanges is much higher than amounts received on regional local exchanges.



On local exchanges, however, there is a stark contrast in the types of assets being traded. As we see below, YoY stablecoin transaction value on local exchanges (207.7%) has increased significantly more than Bitcoin, Ether, and altcoins. Stanley noted that “many of Brazil’s exchanges and fintech brokerages offer USD-pegged stablecoins to their customers, with the idea of offering USD exposure as a store of value. This has definitely gained traction, but at this stage, it appears that the main use cases for stablecoins are on the B2B cross-border payments side.”



Stablecoins now account for approximately 70% of the share of indirect flows from Brazil's local exchanges to global exchanges. Brazil's high levels of stablecoin activity, as well as general interest in digital products and services, are drawing significant interest from major crypto players, notably Circle, which announced its official launch in Brazil in May 2024. According to a Circle spokesperson, "Circle's engagement in Brazil comes at a time of increased regulatory certainty resulting from pro-innovation policies and initiatives, with additional business-friendly rule-making expected in the near future. We are partnering with leading regional businesses to launch digital asset products and enable near-instant, low-cost, and 24/7 access to USDC for Brazilian users, and are strengthening our local presence to reach an even wider user-base. As a result of this commitment to the region and the partnerships in place, the amount of users transacting with USDC in the region has already increased exponentially."



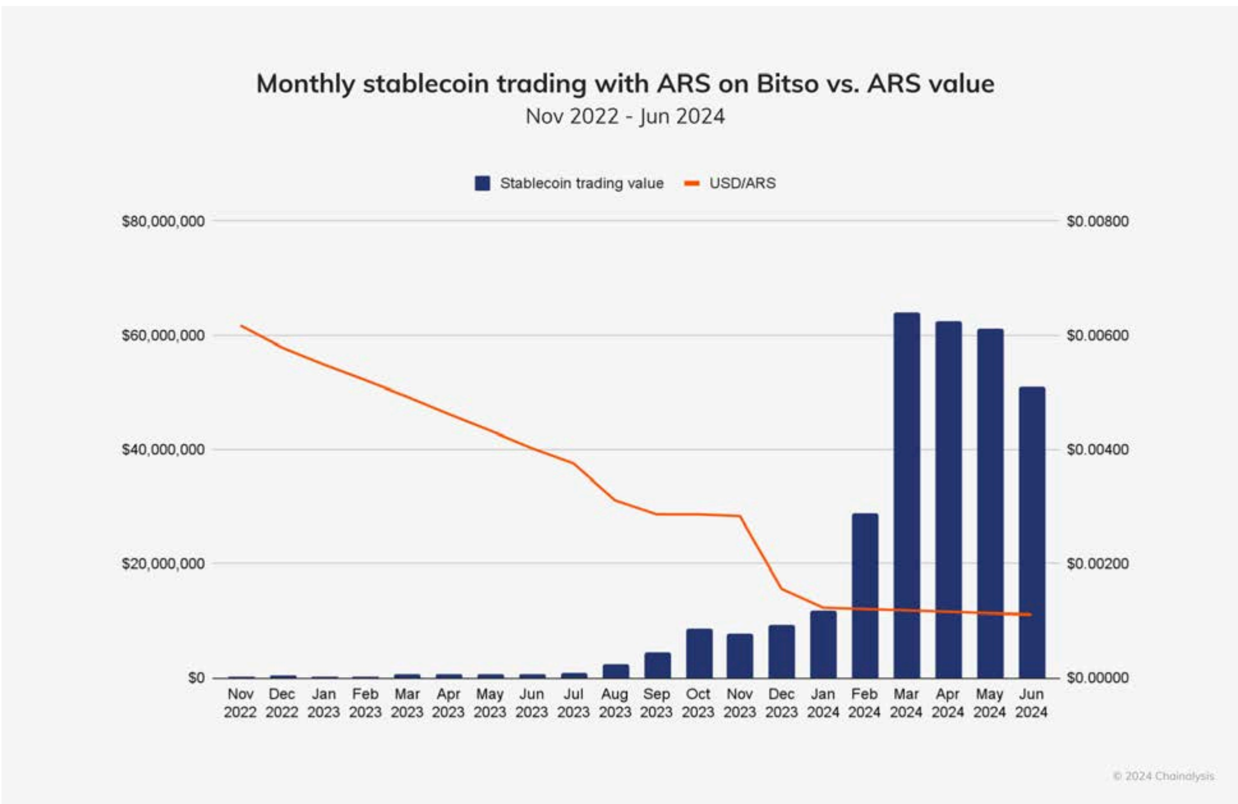
What, then, does the future hold for Brazil's evolving crypto landscape? As Stanley noted, the general Brazilian economy may still present obstacles for mainstream adoption. "Economic growth has slowed; the Brazilian real (BRL) has slumped massively against the dollar this year; there are concerns that taxes will continue to increase. Middle class consumers and families face massive debt burdens. Simply put, there isn't as much disposable income as one would expect to find in a country of this size." However, there are still opportunities for crypto growth, especially as regulators open their approach to the technology. "They view it as a tool to be leveraged rather than a threat to be crushed. A regulatory regime that is well-received by the market should provide a stable foundation for the crypto economy here for years to come," Stanley concluded.

Stablecoins provide a path to stability during Argentina's long-standing economic turmoil

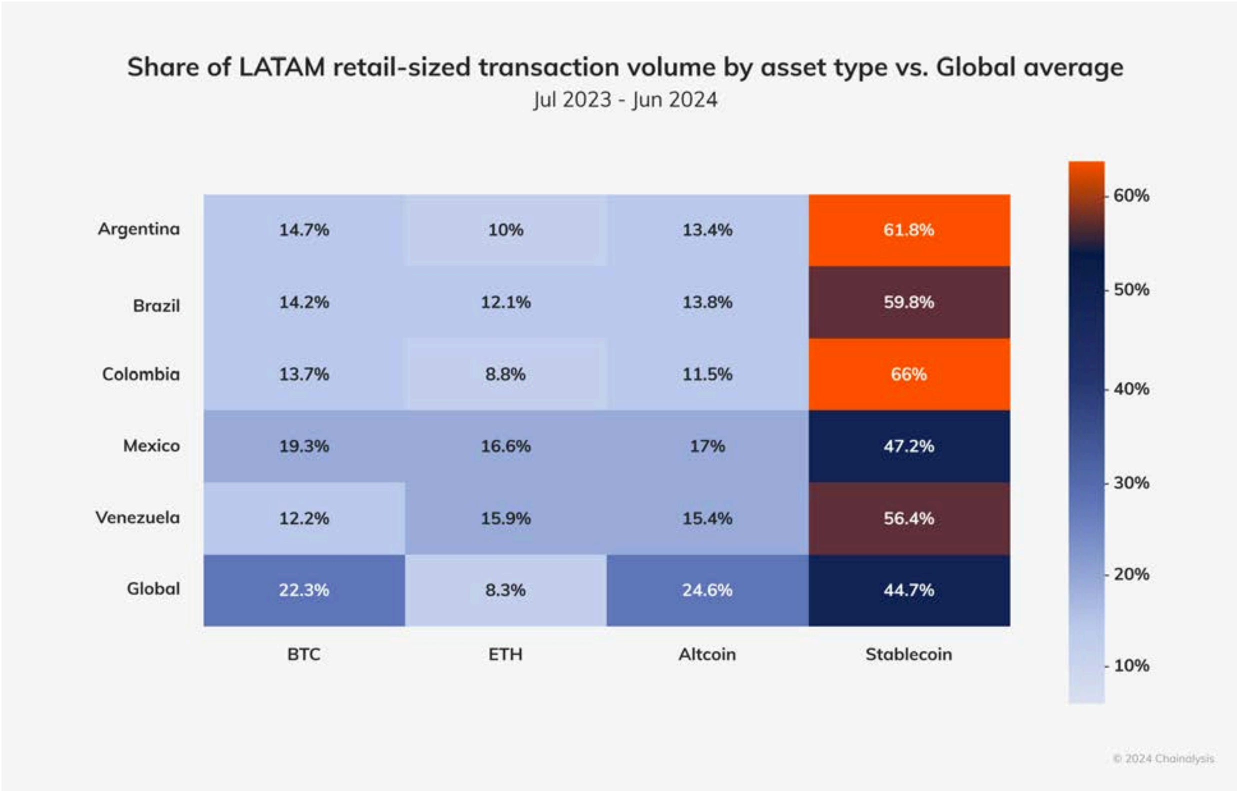
Argentina's decades-long battle with inflation and the Argentine peso's (ARS) devaluation has left many citizens searching for alternatives to protect their savings and secure a more stable economic future. This year, unfortunately, Argentina's economic situation has been especially volatile. By the second half of 2023, inflation was approximately 143%, the ARS's value had declined precipitously, and four in 10 Argentinians were living in poverty. In December 2023, newly-elected president, Javier Milei, announced that the ARS would be devalued by 50%, which he described as "shock therapy," and that the government would cut energy and transportation subsidies.

To protect themselves from this economic crisis, some Argentinians have turned to the black market to acquire foreign currencies, most commonly the U.S. dollar (USD). This "blue dollar" is the U.S. dollar traded at a parallel, informal exchange rate, often purchased through clandestine exchange houses called "cuevas," found throughout the country. Others have explored USD-pegged stablecoins, which is reflected in our data.

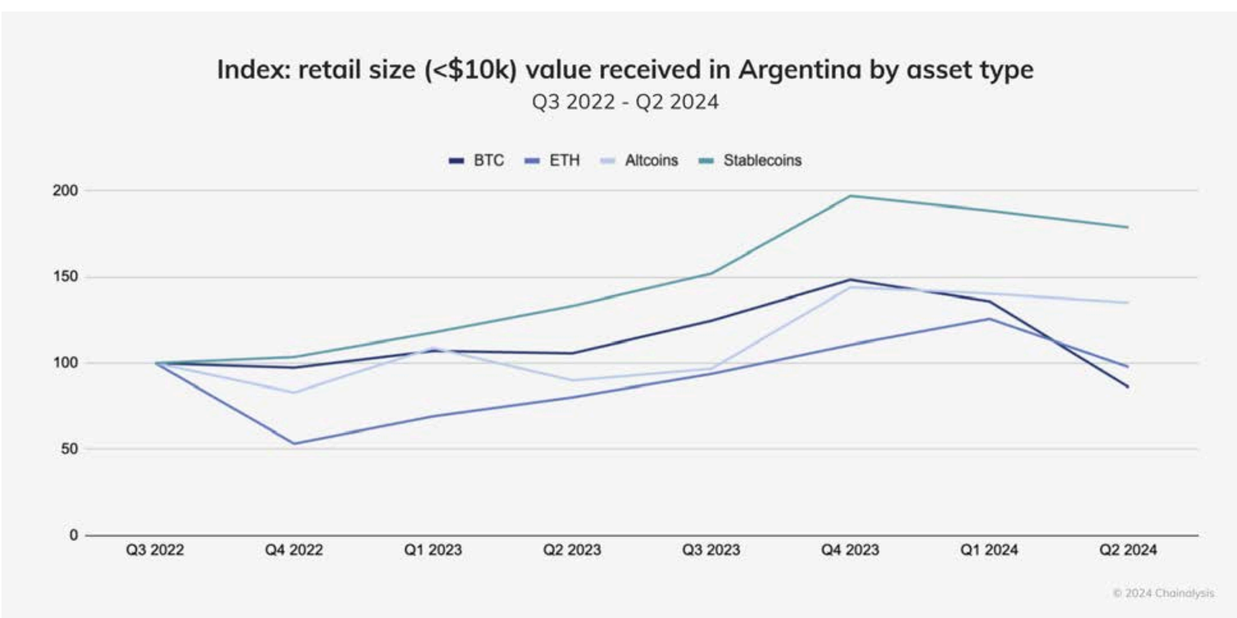
We looked at monthly stablecoin trading volume with the ARS on Bitso, a leading regional exchange in Latin America, and saw that the peso's decreasing value consistently sparked an increase in monthly stablecoin trading. For instance, when the ARS's value fell below $0.004 in July 2023, the monthly stablecoin trading value surged to over $1 million in the following month. Similarly, when the ARS's value dropped below $0.002 in December 2023 — when President Milei made his announcement — the stablecoin trading value exceeded $10 million the following month.



Unsurprisingly, Argentina's stablecoin market is among the leaders in the Latin America region. Argentina's share of stablecoin transaction volume is 61.8%, placing it slightly above Brazil's share (59.8%) and well above the global average (44.7%).



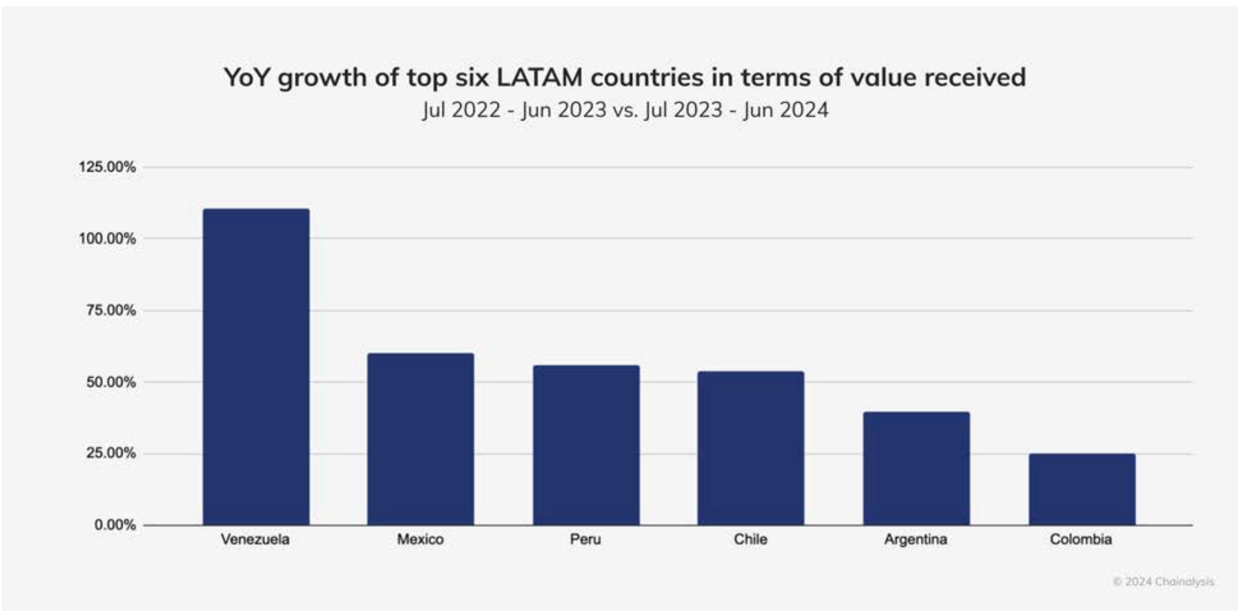
Additionally, retail-sized stablecoin value (i.e. transactions under $10,000) received in Argentina is growing at a faster rate than value received in any other asset type, once again suggesting that Argentinians look to stablecoins as a means of mitigating the effects of inflation and currency devaluation. Their interest in stablecoins highlights the role of crypto in unstable markets and how citizens are able to take better control of their financial futures by embracing cryptocurrency, regardless of official monetary policy.



Crypto adoption remains strong in Venezuela, despite Maduro regime uncertainty

Venezuela's relationship with cryptocurrency has been nothing short of turbulent, marked by experiments like the launch (2018) and subsequent abrupt termination (2024) of the state-backed petro (PTR) — a stablecoin meant to be backed by Venezuela's oil and mineral wealth — as well as crackdowns on Bitcoin mining and blocked access to certain mainstream crypto exchanges. At the same time, as the Maduro regime has sought ways to bypass economic sanctions, its illicit oil trade became entangled in crypto dealings, leading to high-profile indictments by the U.S. Department of Justice. These crypto-related events underscore a broader transformation, as the Maduro regime weaponizes it for corruption while citizens turn to it as a means of securing financial independence.

Yet despite this tumult, the Maduro regime has recently hinted at a renewed interest in cryptocurrency without providing concrete plans. Regardless of the outcome of such political developments, Venezuela remains one of Latin America's fastest-growing crypto markets. Venezuela's year-over-year growth of 110% far exceeds that of any other country in the region.



What is driving this growth? First, it appears that Venezuelans are drawn to cryptocurrency to combat the plummeting value of the Venezuelan bolívar (VES). As we see below, there is a strong inverse relationship between the VES price in USD and monthly crypto value received. This is corroborated by a body of press reporting, suggesting that ordinary Venezuelans continue to seek stable stores of value and hedges against the country's economic crisis.

Monthly retail sized (<$10k) stablecoin value received in Venezuela vs. VES value

Nov 2021 - Jun 2024

Source: Federal Reserve and Chainalysis

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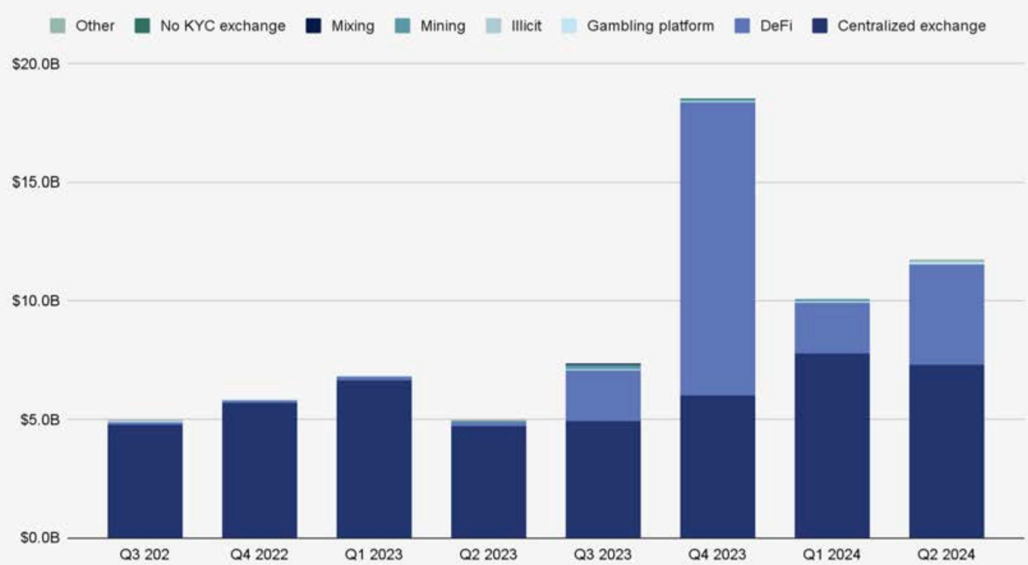
Total value received in Venezuela by platform category

Q3 2022 - Q2 2024



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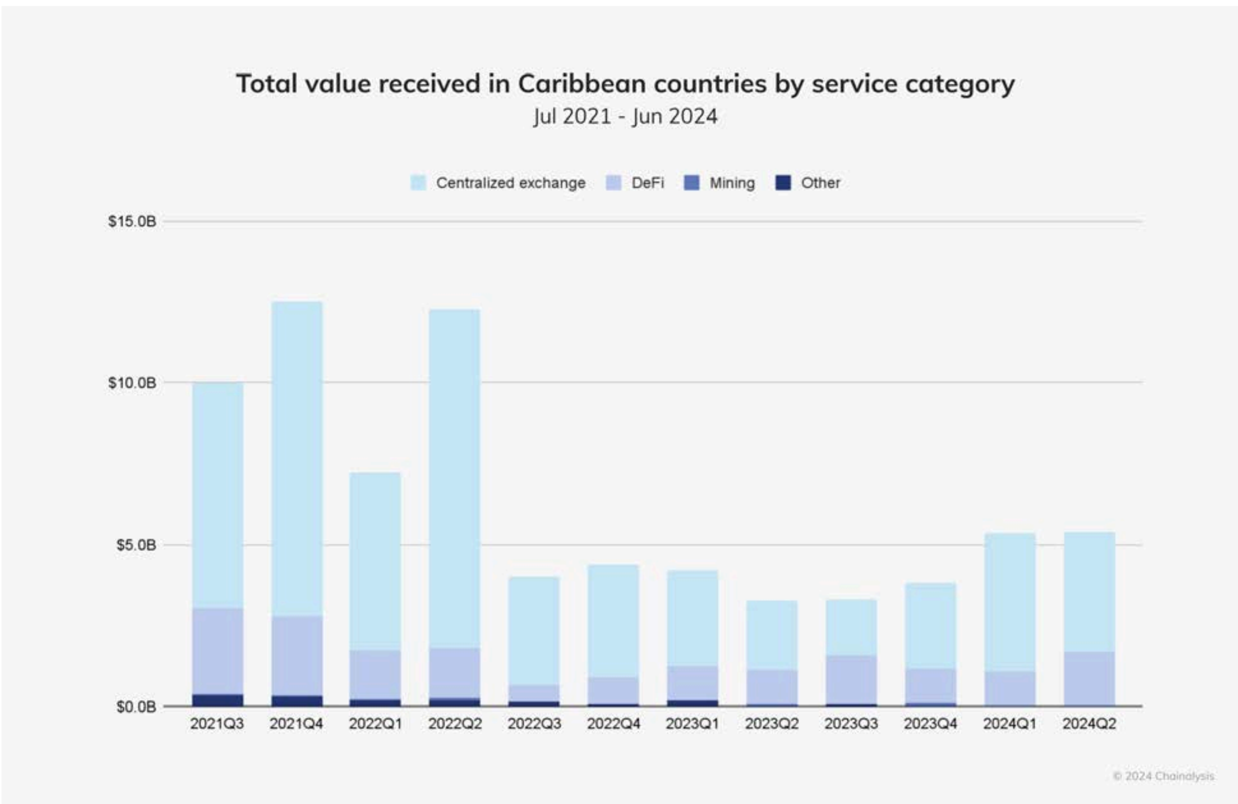
DeFi is another aspect of cryptocurrency growth in Venezuela. Since 2022, centralized services have accounted for the majority of value received in the country. However, interest in DeFi is increasingly taking hold, which was particularly evident at the end of 2023.

Although centralized services are still the most popular so far this year, DeFi's growing market share will be an area to watch in the country in the near future, and may further accelerate if the Maduro regime explicitly supports crypto innovation.

Crypto activity accelerates in the Caribbean years after FTX bankruptcy

In the years following the collapse of FTX, the Caribbean's crypto ecosystem experienced a period of uncertainty and slowed activity as trust in crypto platforms waned. However, beginning in late 2023, the Caribbean witnessed a resurgence in crypto activity. Users appear to be turning to mainstream centralized exchanges (CEXs), such as Coinbase and Binance.

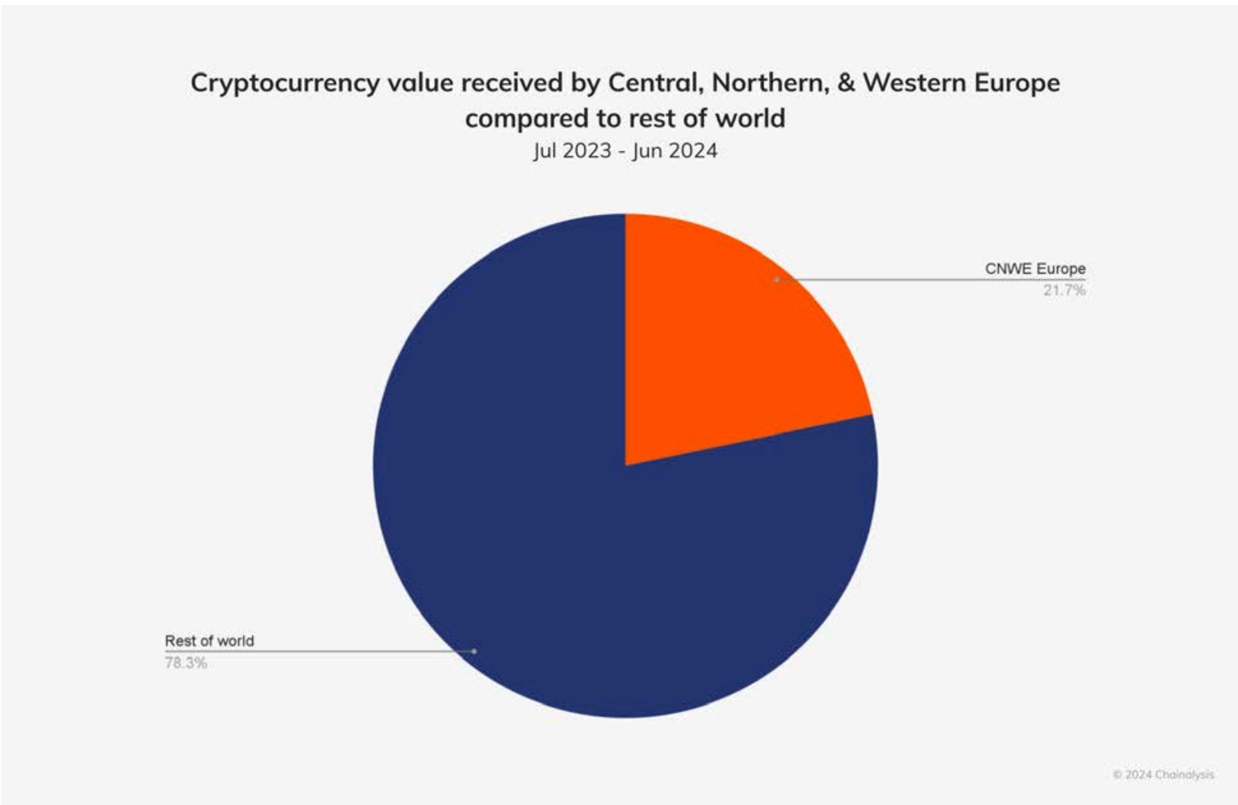


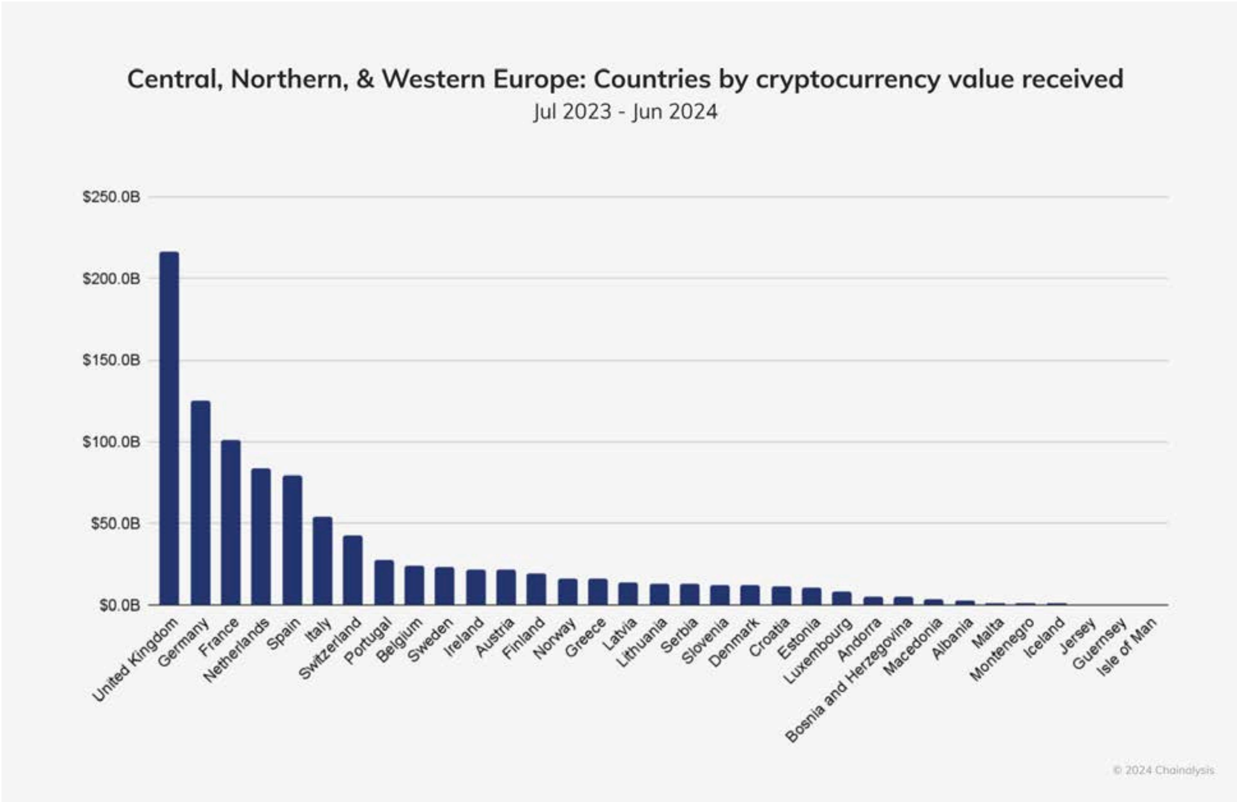
We spoke to David Templeman, Specialist Financial Investigator for the Cayman Islands Bureau of Financial Investigation to learn more about how crypto activity in the Caribbean is shifting. In the Cayman Islands specifically, Templeman noted "a significant uptick in the number of overseas clients seeking to set up legal entities in the Web3 and blockchain space in the last year compared to those recently past. These projects typically include Layer 1s or Layer 2s, and have a wide range of applications, from AI, cross-chain infrastructure, gaming and data/cloud storage."

As Templeman concluded, "The fallout from the various collapses (FTX, TerraUSD/Luna, Celsius Network, and Three Arrows Capital) has placed pressure on the industry to learn from mistakes and put in place better oversight and guardrails. There is a strong community of blockchain and Web3 companies within the Islands both physically present and legally domiciled here." It appears that crypto activity in the Caribbean is thriving once again, solidifying the sub-region as a key hub for adoption in years to come.

Central, Northern & Western Europe

Stablecoins dominate market share, Bitcoin grows, and merchant services thrive in Central, Northern, & Western Europe




Central, Northern, & Western Europe: Countries by cryptocurrency value received
Jul 2023 - Jun 2024
$250.0B
$200.0B
$150.0B
$100.0B
$50.0B
$0.0B
United Kingdom
Germany
France
Netherlands
Spain
Italy
Switzerland
Portugal
Belgium
Sweden
Ireland
Austria
Finland
Norway
Greece
Latvia
Lithuania
Serbia
Slovenia
Denmark
Croatia
Estonia
Luxembourg
Andorra
Bosnia and Herzegovina
Macedonia
Albania
Malta
Montenegro
Iceland
Jersey
Guernsey
Isle of Man
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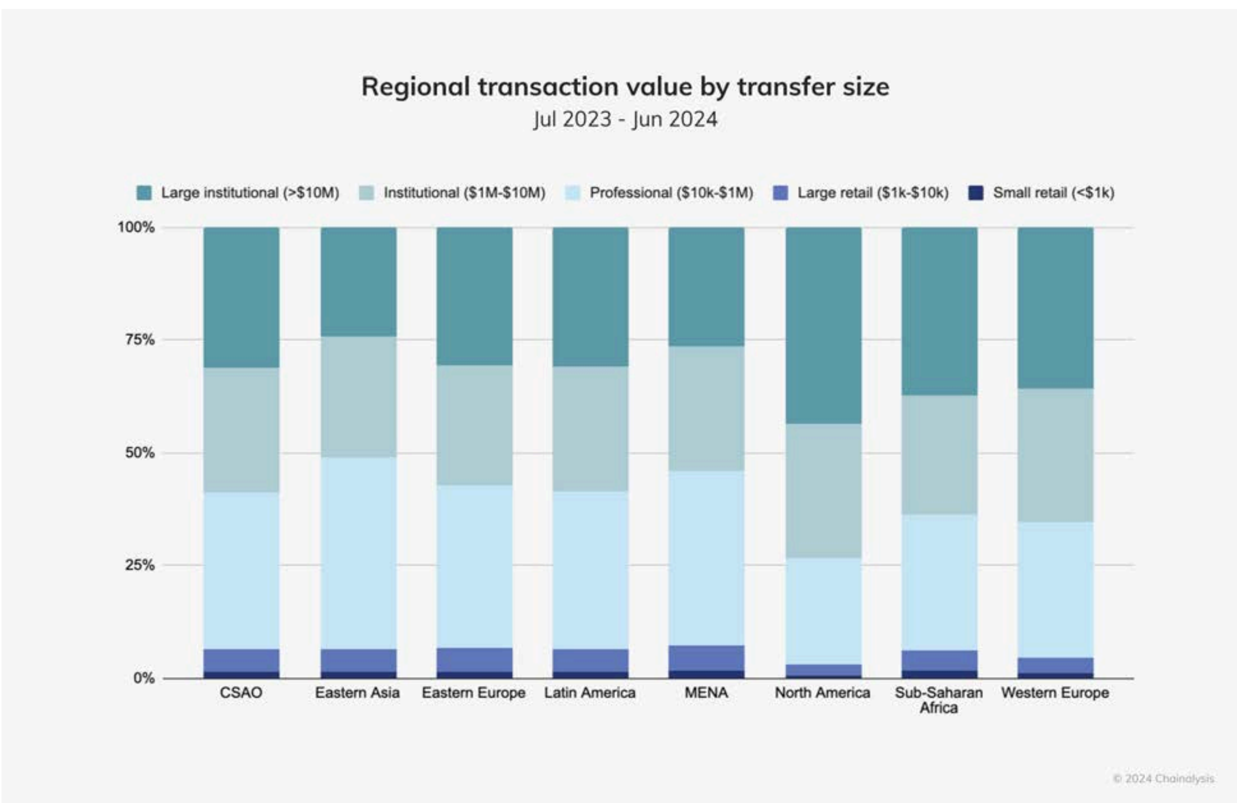
Regional transaction value by transfer size
Jul 2023 - Jun 2024
Large institutional (>$10M)
Institutional ($1M-$10M)
Professional ($10k-$1M)
Large retail ($1k-$10k)
Small retail (<$1k)
100%
75%
50%
25%
0%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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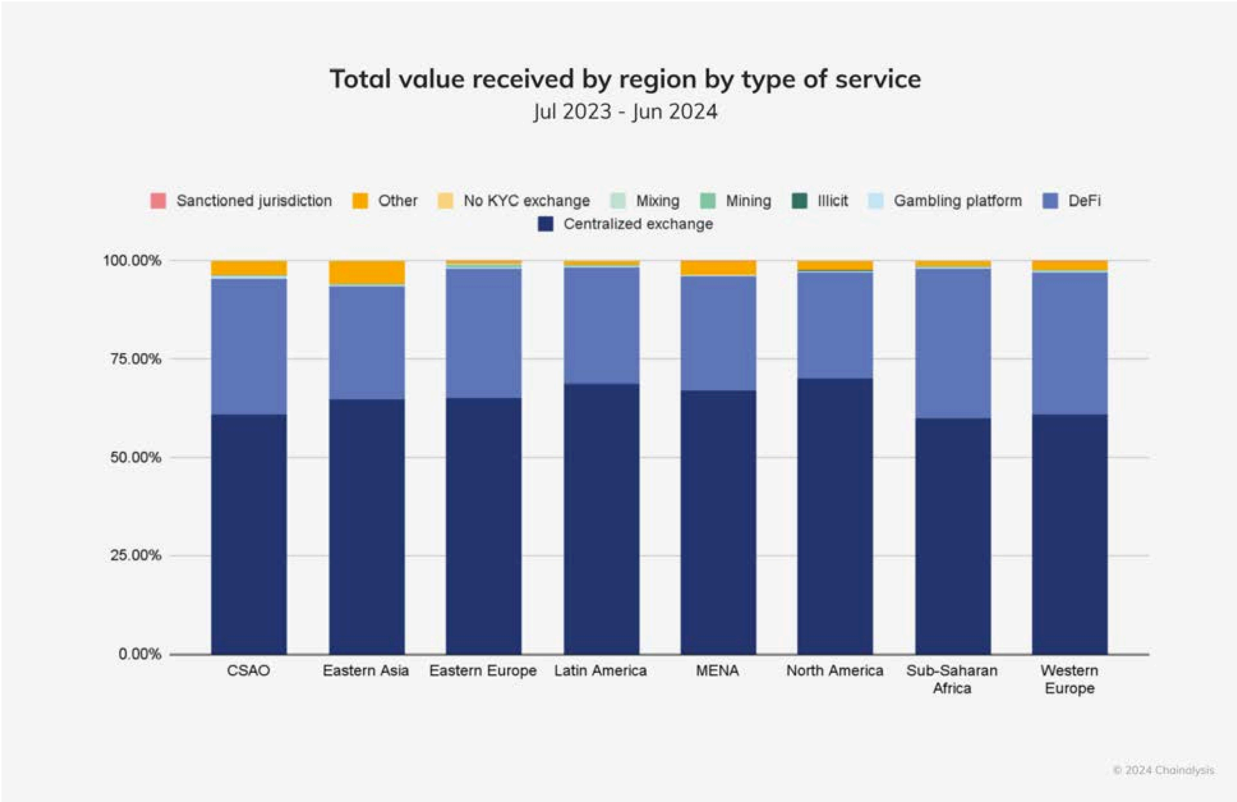
Total value received by region by type of service
Jul 2023 - Jun 2024
Sanctioned jurisdiction
Other
No KYC exchange
Mixing
Mining
Illicit
Gambling platform
DeFi
Centralized exchange
100.00%
75.00%
50.00%
25.00%
0.00%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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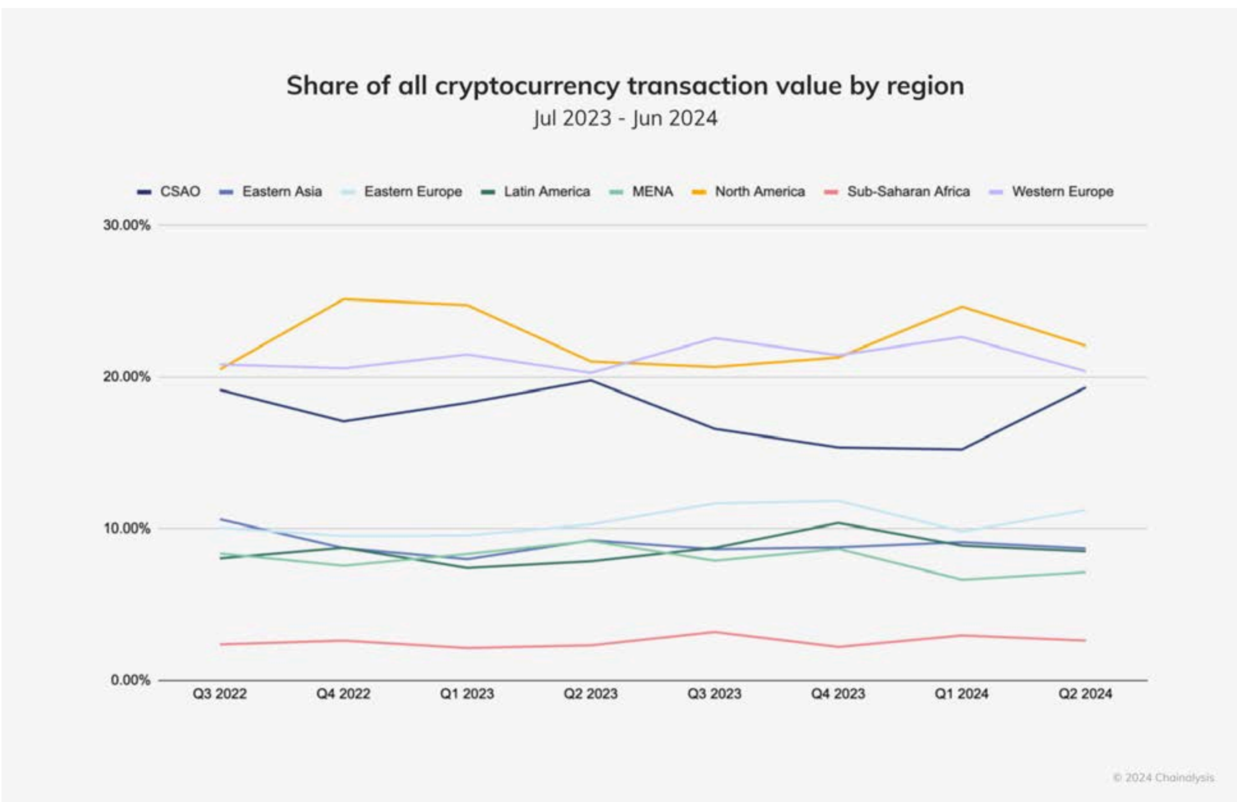
Share of all cryptocurrency transaction value by region
Jul 2023 - Jun 2024
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
30.00%
20.00%
10.00%
0.00%
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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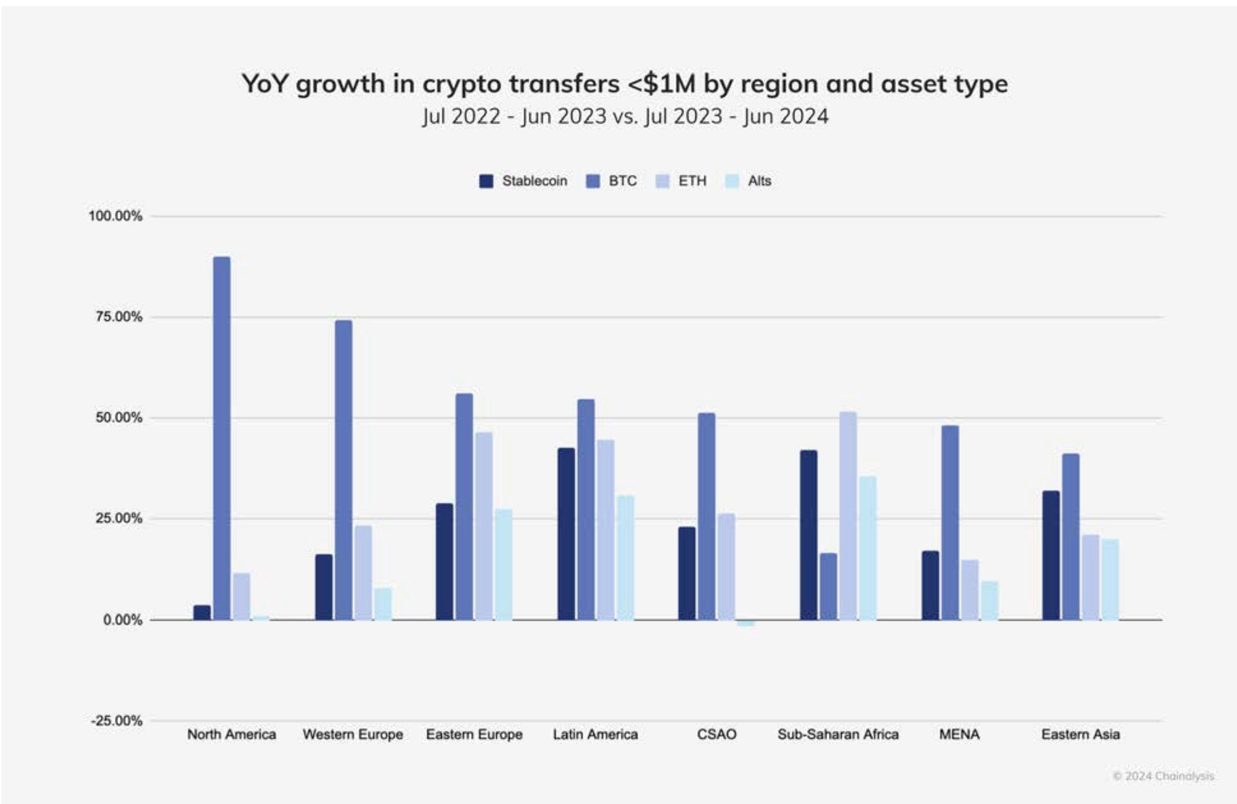
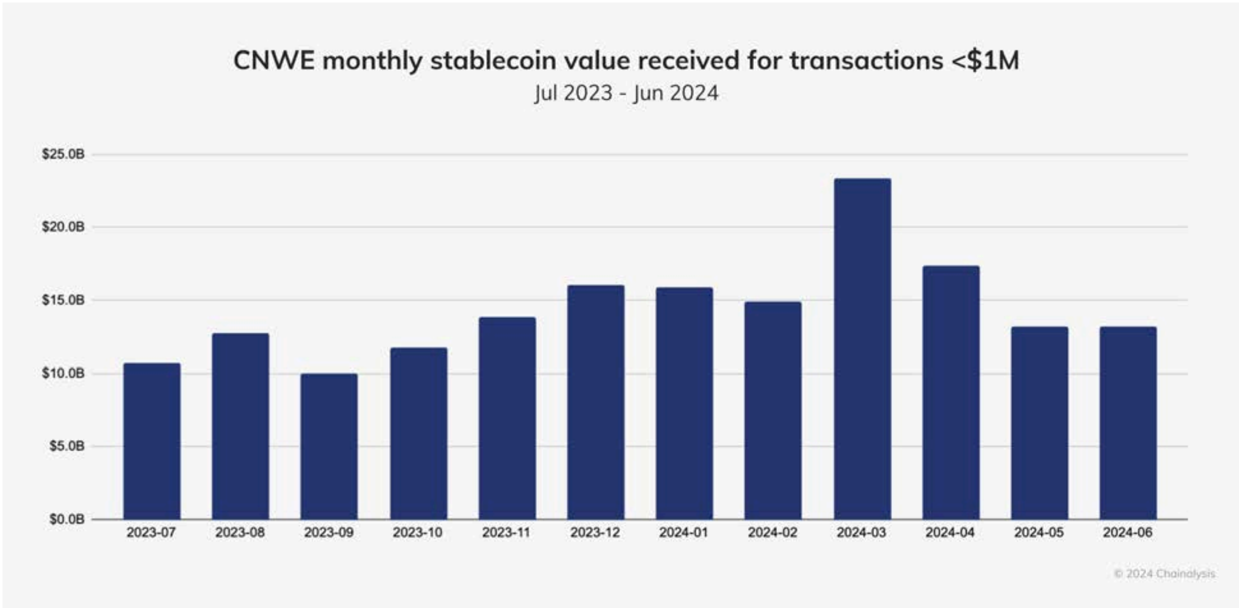
Central, Northern, & Western Europe (CNWE), the second largest cryptocurrency economy in the world after North America, received $987.25 billion in value on-chain between July 2023 and June 2024, accounting for 21.7% of global transaction volume. Most countries in CNWE saw crypto activity grow, averaging a 44% growth rate year-over-year (YoY). The United Kingdom (UK) remains CNWE's largest cryptocurrency economy, receiving $217 billion in crypto, and ranking 12th in our global crypto adoption index.

For transactions below $1 million — i.e., professional ($10K-$1M) and retail (<$10K) transfers — Bitcoin (BTC) saw nearly 75% growth, the highest of all asset types in CNWE. Across all transaction sizes, BTC accounted for $212.3 billion — roughly one-fifth — of CNWE's total value received on-chain. While CNWE's BTC activity for transactions below $1 million grew at a lower rate than North America's as seen in the chart below, the former outpaced the latter in growth across all other asset types, particularly in stablecoins.

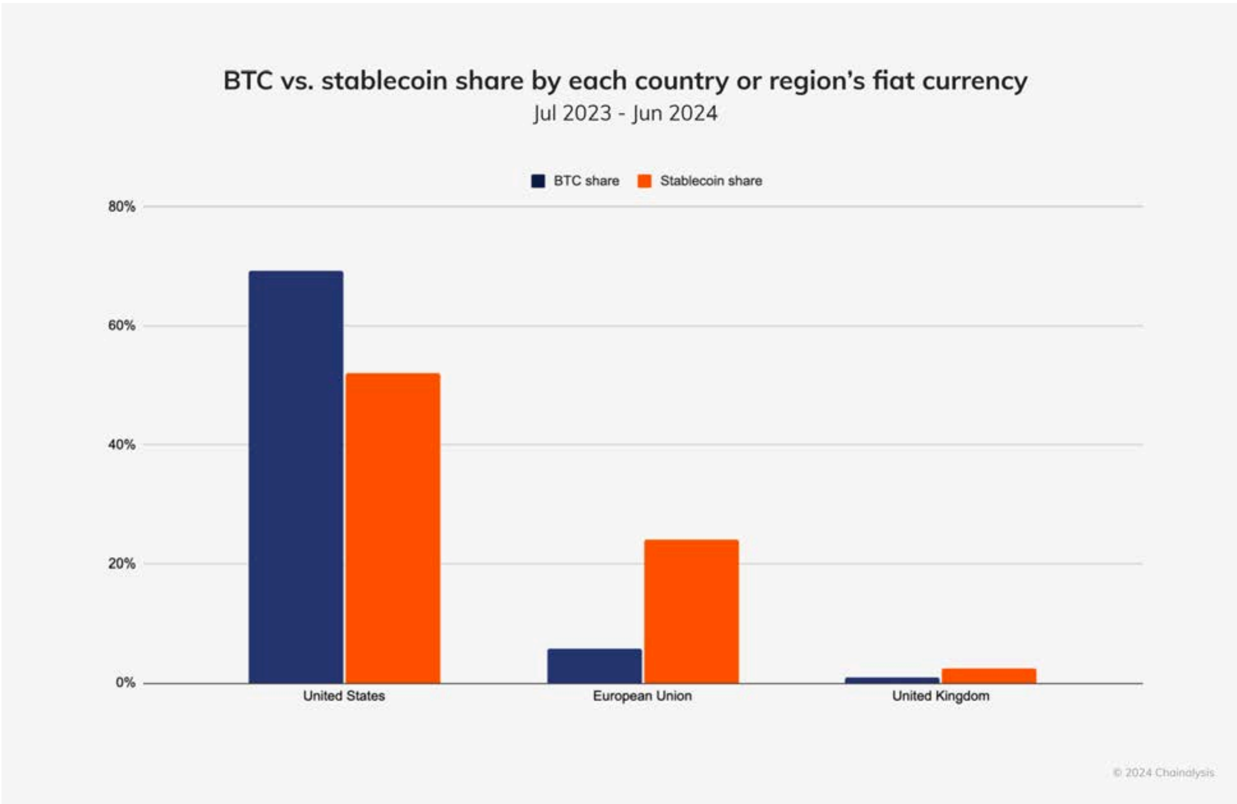


For transfers less than $1 million, CNWE saw growth in stablecoin volume 2.5x greater than North America. CNWE's stablecoin value across all transaction sizes accounted for almost half ($422.3 billion) of its total crypto inflows. Looking at average monthly inflows, the chart below shows how stablecoin transfers below $1 million performed in the past year, averaging between $10-$15 billion monthly.



Though inflows decreased in May and June of 2024, the share of stablecoin transactions increased, indicating strong usage despite the post-bull run market decline. Looking back further at the last two years in CNWE, stablecoins have dominated other asset types. The chart below examines purchases made for less than $1 million by asset type. As we can see, stablecoins averaged a 52.36% share of transactions across asset types between July 2022 and June 2024.

In the last year, CNWE's share of stablecoin purchases with fiat currency was disproportionately greater than that of BTC. The chart below uses order book data — a list of buy and sell orders for an asset or security — to complement on-chain activity, and shows the euro (EUR) has a 24% share of stablecoin purchases traded with fiat currencies, but only a 6% share of BTC purchases. Conversely, the U.S. dollar (USD) has a larger share of BTC purchases than it does stablecoin purchases.



The data suggest that, when it comes to crypto trades with fiat, CNWE is more optimized for crypto users making stablecoin purchases than for acquiring BTC.

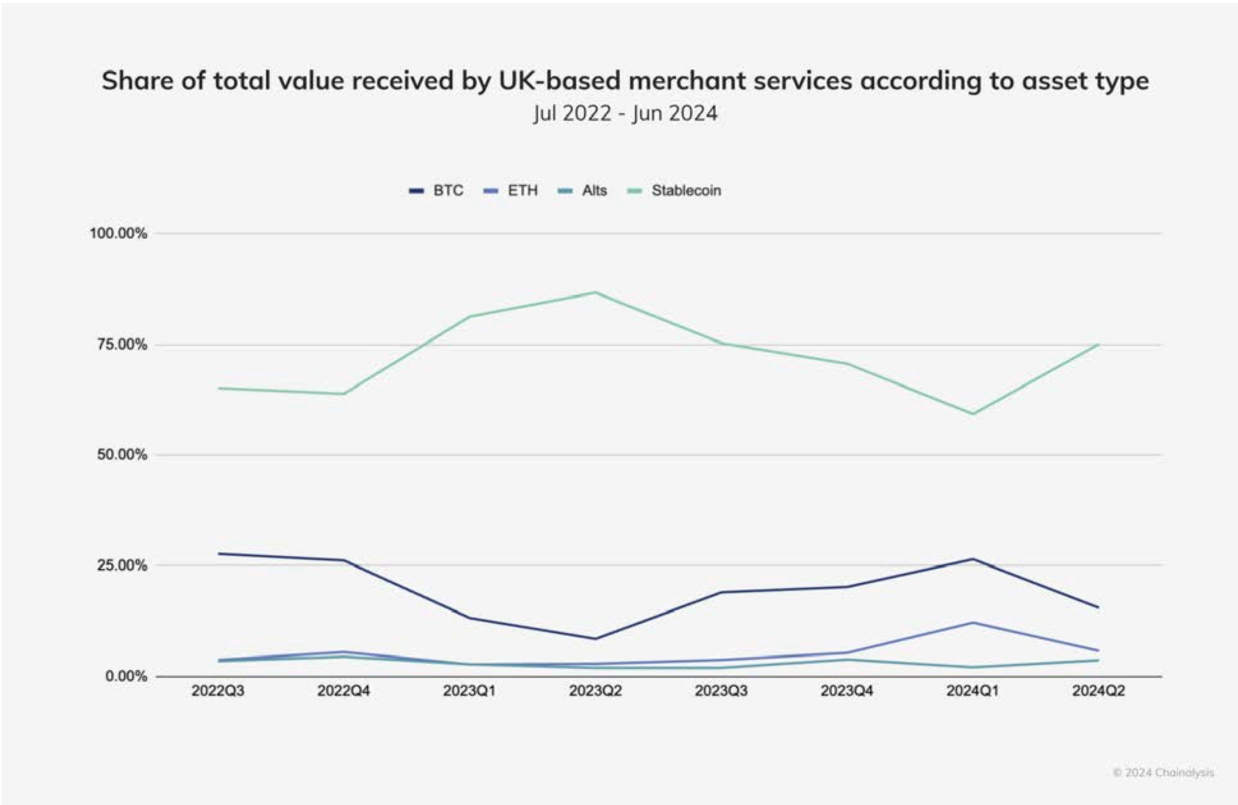
To learn more about stablecoin activity in the region, we spoke with BVNK, a global company offering a multi-asset platform for stablecoin payments. Chris Harmse, co-founder and chief business officer at BVNK, said "Our fiat business is in service of our stablecoin platform. We think they coexist, and we need to bridge the gap into the fiat world."

Harmse confirmed that Chainalysis' findings on the region's stablecoin usage were consistent with the company's observations. BVNK's business clients buy stablecoins to meet a variety of payments use cases. As for those businesses' consumers, 90% of their payments are made using stablecoins. We'll share more about BVNK in the next section.

Merchant services thrive in the UK

CNWE has the second largest merchant service market in the world next to CSAO, driven primarily by the UK, which saw 58.4% growth YoY.

Stablecoins are the most commonly used asset type in these services, consistently accounting for 60-80% of the market share each quarter, as seen in the chart below.



As one such merchant service provider enabling stablecoin transactions for businesses in the UK and Europe, BVNK covers B2B and B2B to consumer (B2B2C) use cases, such as the following examples:

- **Settlements:** Fintech or payment service providers help merchants settle invoices, offering payment rails that are faster and cheaper than those in traditional finance (TradFi).
- **Pay-ins:** When consumers want to pay a business using stablecoins (e.g., making a deposit on a trading platform, topping up a gaming or sports betting account, or making an online purchase), BVNK's business customers leverage an API to deliver a crypto payment gateway.
- **Payouts:** Money service businesses (MSBs) use stablecoins to pay contractors or employees, many of whom live in South America, experience currency devaluation, and/or don't have access to the U.S. dollar.

Speaking of which, citizens in countries like Argentina — which saw 143% inflation in the second half of 2024 — are turning to stablecoins to mitigate the effects of currency devaluation.

Harmse said, "There's an emerging market where businesses are starting to see stablecoins as fungible. Much like consumers in Argentina who can't get access to dollars in their market, businesses are

hamstrung by traditional payment rails. They can't pay invoices on time, and they're tapping into the global trade flow by using stablecoins to make those payments."
The average transaction size BVNK sees on its platform is between $100K and 250K, and payments in that range are typically large business transactions used to settle invoices, as described above. Most B2B transactions the company processes are cross-border payouts, with the majority of stablecoin payments going to Latin America. Consumer payments processed through BVNK's platform range between $100 and $1K.

When asked about new or surprising stablecoin use cases, Harmse mentioned micropayments to freelancers in the gig economy — again, these are typically cross-border payments for which traditional payment methods would be too cost-prohibitive. He also mentioned the region is starting to see more nonprofits and NGOs using crypto payouts — in stablecoins specifically — in times of crisis, to get aid to conflict zones more quickly.

Payhound is another company in CNWE offering merchant services. It's a Malta-based crypto payment processor serving the country's online gaming industry, and offers settlements and large-volume trading. While the latter drives most of Payhound's revenue, the company also recognizes the value and potential of its payment processing product.

Elton Dimech, Managing Director at Payhound, said, "We believe that there will be a lot of appetite and interest from online businesses to offer as many options as are available, especially more innovative payment methods."

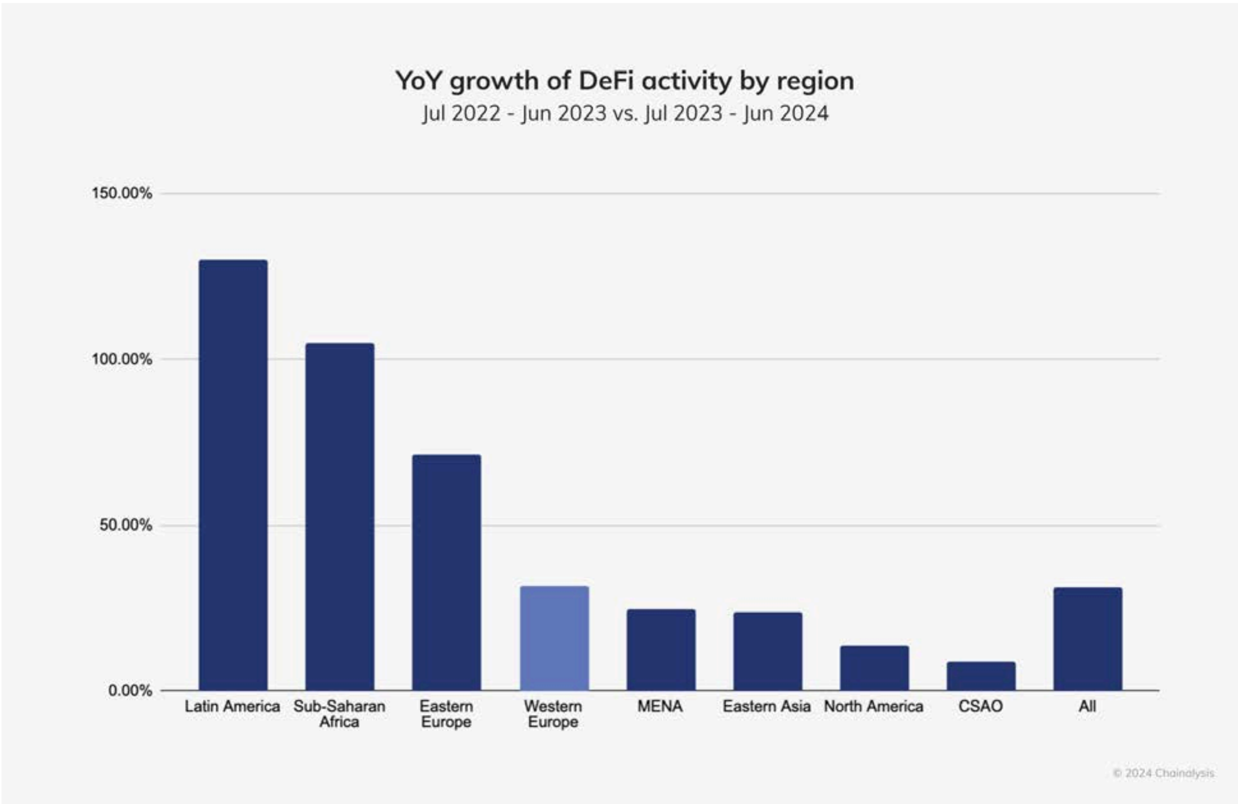
Real-world asset tokenization gains traction

Regional experts this year shared that real-world asset (RWA) tokenization, while nascent, is gaining traction in CNWE. Philipp Bohrn is VP, public and regulatory affairs at Bitpanda, a cryptocurrency exchange based in Austria. "Across Europe, we are seeing tokenisation projects for RWAs gaining traction, particularly in sectors such as real estate, intellectual property and collectibles such as art, cars or wine," he said.

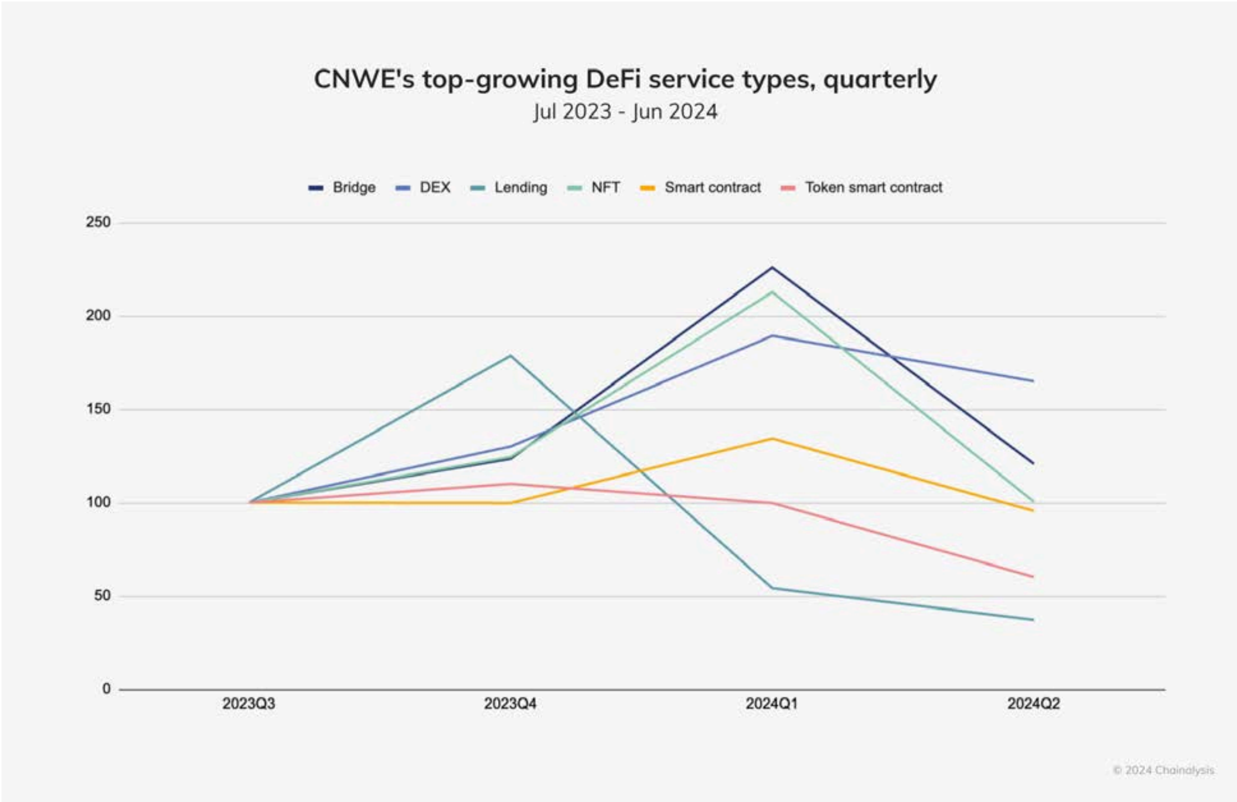
We also spoke with Sylvain Prigent, chief product officer at Societe Generale-FORGE (SG-FORGE) a fully integrated and regulated subsidiary of Societe Generale Group. SG-FORGE is paving the way in security token adoption, notably with its first digital green bond issuance directly registered on the Ethereum public blockchain last year with increased transparency and traceability on ESG data. Prigent thinks that security tokens and RWAs in general will create an accessible investment opportunity in the traditionally competitive securities market. A lot of development has been done to make this new infrastructure smoothly available to TradFi, according to Prigent.

CNWE fourth in the world for DeFi growth

CNWE's DeFi activity in the past year was on par with the global average. The region outperformed North America, Eastern Asia, and MENA in YoY growth, accounting for $270.5B of all crypto received in the region.



Decentralized exchanges (DEXes) drove most of CNWE's DeFi growth, while most other DeFi service categories' inflows declined in recent quarters. In Q1 of this year, NFTs and bridges saw a temporary surge, which then subsided, with levels returning to those of previous years. Lending saw an upswing leading up to Q4 of 2023, but steadily declined going into 2024 and has yet to bounce back.


CNWE's top-growing DeFi service types, quarterly
Jul 2023 - Jun 2024
Bridge
DEX
Lending
NFT
Smart contract
Token smart contract
250
200
150
100
50
0
2023Q3
2023Q4
2024Q1
2024Q2
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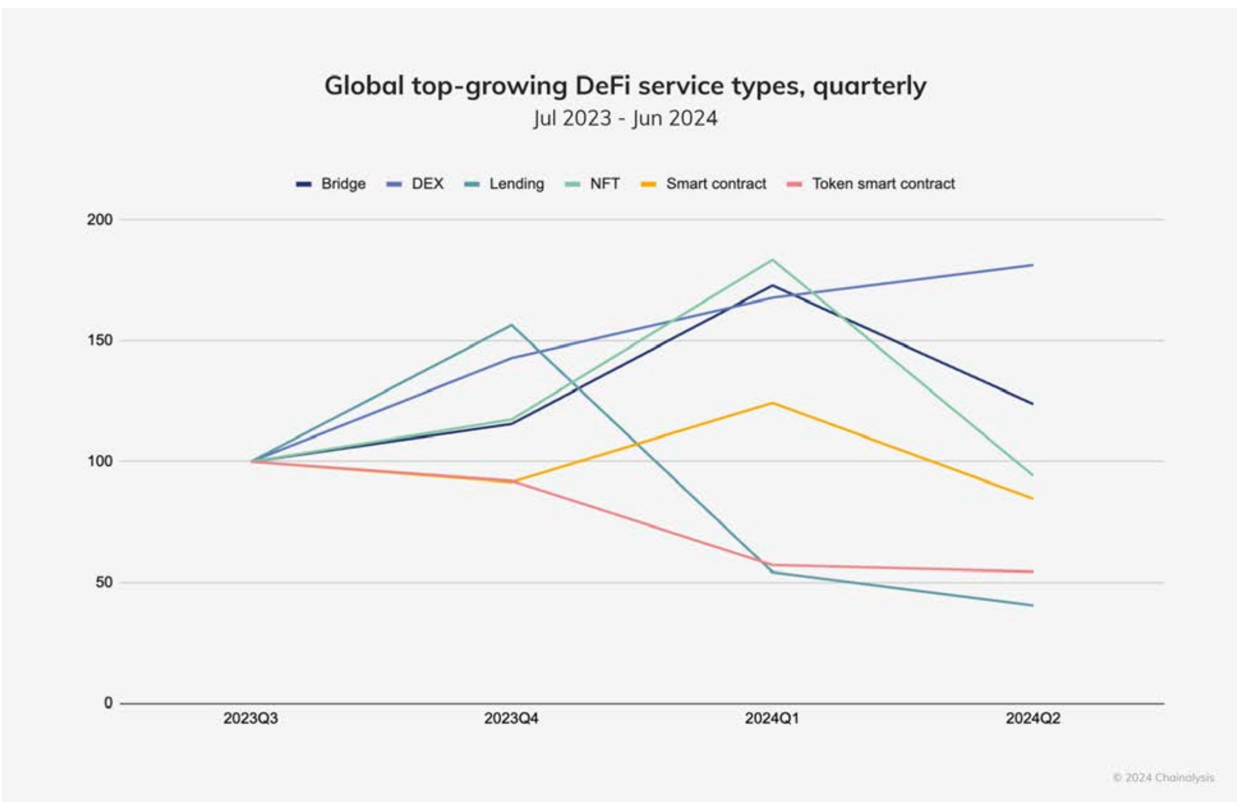
Global top-growing DeFi service types, quarterly
Jul 2023 - Jun 2024
Bridge
DEX
Lending
NFT
Smart contract
Token smart contract
200
150
100
50
0
2023Q3
2023Q4
2024Q1
2024Q2
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Although similar growth trends were largely mirrored around the world, DeFi grew faster in CNWE than it did globally. In CNWE, the growth rate for bridges and NFTs was 2x and only 1.5x in the rest of the world.

The future of crypto in Central, Northern, & Western Europe

This summer, the European Union (EU)'s Markets in Crypto-Assets Regulation (MiCA) went into effect for stablecoins, which have been gaining market share across CNWE in the past year. However, the region has yet to feel MiCA's regulatory effects on crypto-asset service providers (CASPs), a benchmark which will take effect in December. We interviewed several experts on the potential regulatory impacts of MiCA across the EU.

"A major challenge that remains is regulatory uncertainty and the complexity of cross-border compliance," says Philipp Bohrn at Bitpanda. "There also seems to be an education gap, with many participants unaware of how tokenisation projects work and what the benefits and risks can be. However, we see great opportunity here — by bridging this knowledge gap and creating clear regulatory frameworks, we can unlock the true potential of asset tokenisation, driving innovation, and strong growth in the global financial markets."

Elton Dimech at Payhound discussed how MiCA could affect payment processors, particularly those that serve the online gaming industry in CNWE. "In Malta, we have a robust framework and have to compete with other businesses that have little regulation. So, if a merchant wants the easier way out, we won't be the right option for them. When MiCA goes into effect, this will completely change, and I'm hoping that the regulators within the EU will enforce this new regulation so that we have a level playing field for all crypto-asset service providers."

With MiCA's rules for CASPs set to take effect in December, compliance teams will be at the forefront of implementation and associated control enhancements. Sophie Bowler, Group Chief Compliance Officer at UK-based Zodia Custody, a firm that bridges the TradFi-crypto gap, shared her company's sentiments.

"We believe regulation is the key to mainstream adoption and further success and innovation of digital assets," Bowler said. "Regulatory clarity will not only enable digital asset firms to develop new products with confidence, but it will encourage more traditional financial institutions to engage with digital assets within a well-defined regulatory framework."

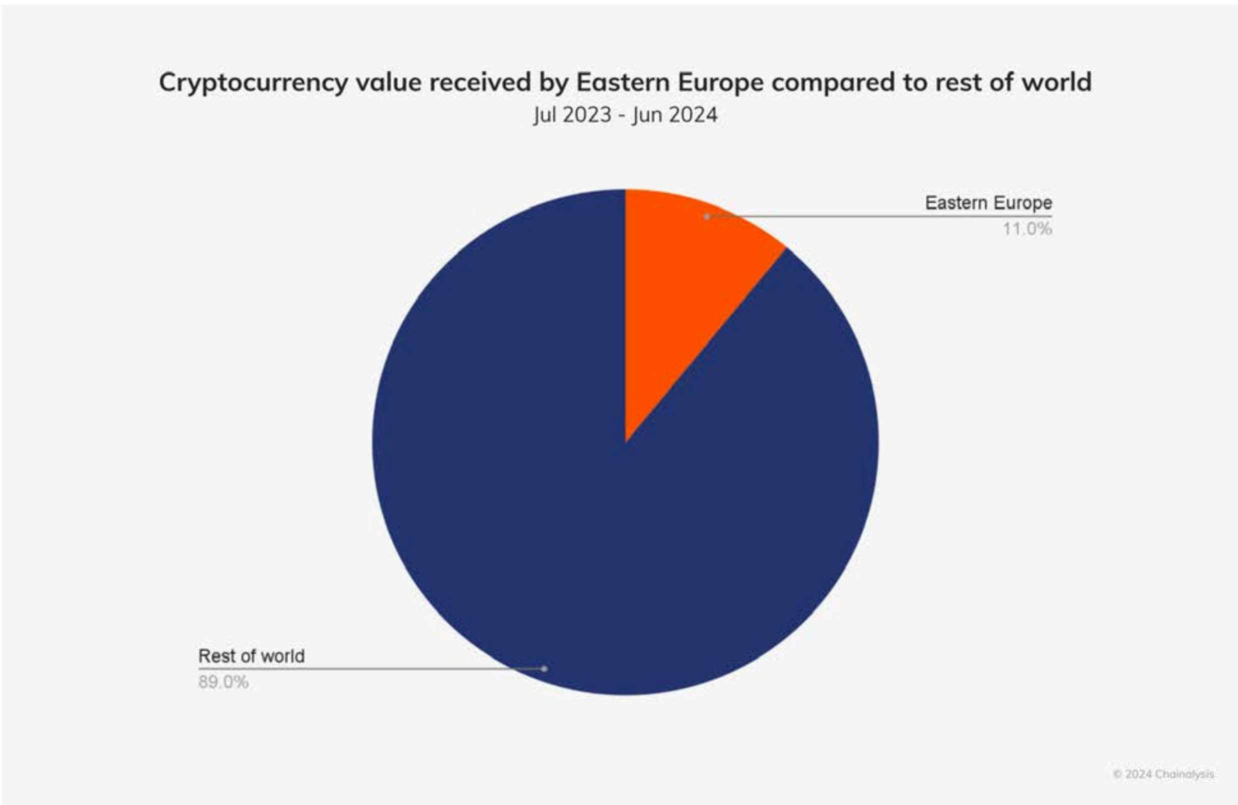
And as MiCA unfolds in the EU, the UK continues to evolve its own regulatory framework.

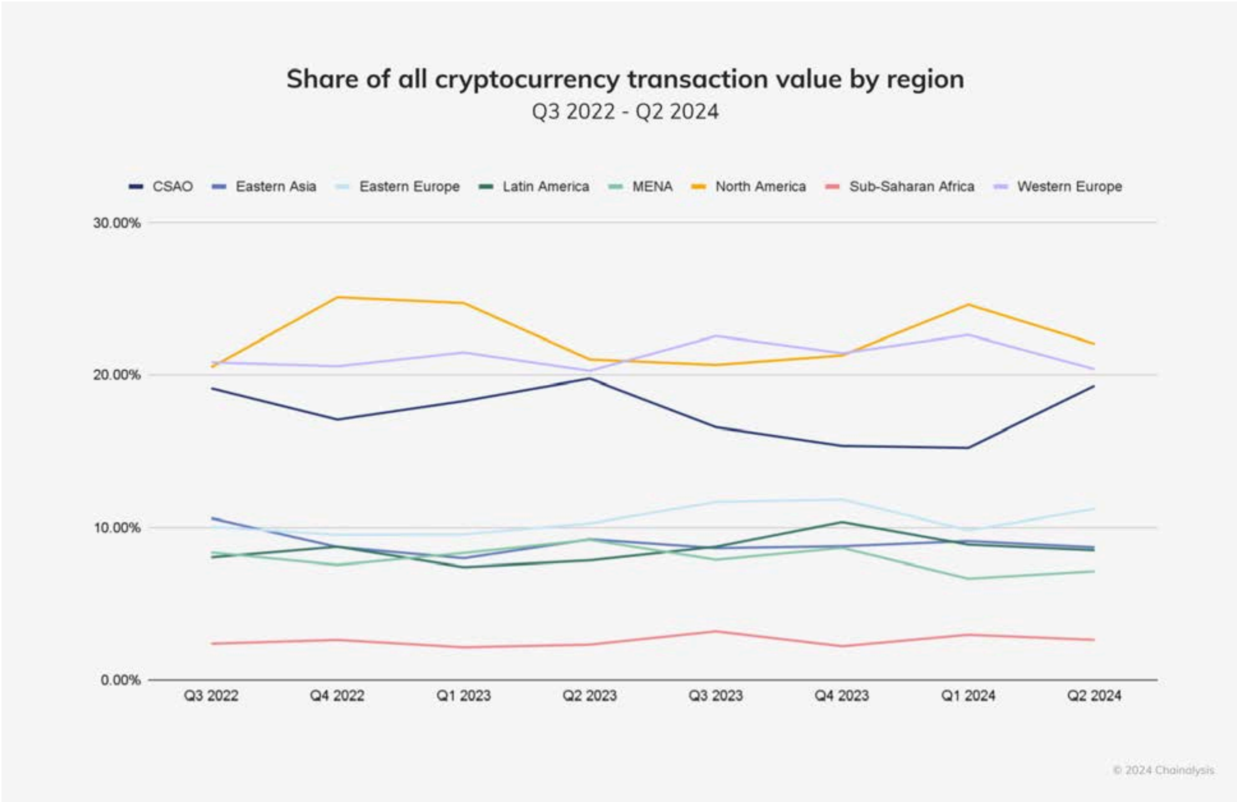
"For firms that are unable or unwilling to meet MiCA's requirements, there may be a short-term shift to the UK market," Bowler said. "However, we believe this will be temporary, as UK crypto legislation is expected to closely align with MiCA, and the FCA's roadmap for the crypto legislative package, along with related consultation papers, is anticipated to be introduced in early 2025. This roadmap will provide us greater clarity on the timelines for these legislative changes."

At Chainalysis, we'll be monitoring the final phase of MiCA's rollout, as well as regulatory developments in the UK, and are eager to see how these measures impact crypto adoption in the coming year.

Eastern Europe

Despite war and regulatory questions, crypto adoption grows in Eastern Europe driven by institutions and DeFi activity





Share of all cryptocurrency transaction value by region
Q3 2022 - Q2 2024
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
30.00%
20.00%
10.00%
0.00%
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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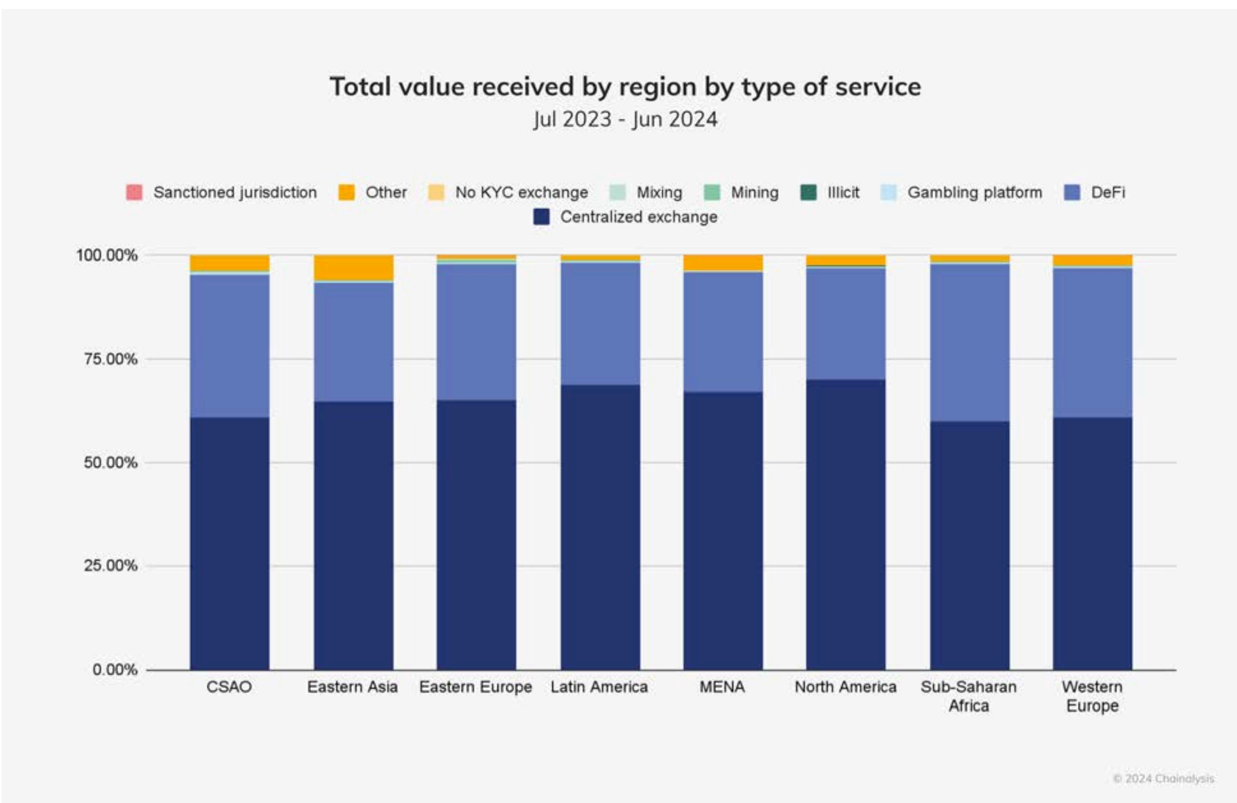

Total value received by region by type of service
Jul 2023 - Jun 2024
Sanctioned jurisdiction
Other
No KYC exchange
Mixing
Mining
Illicit
Gambling platform
DeFi
Centralized exchange
100.00%
75.00%
50.00%
25.00%
0.00%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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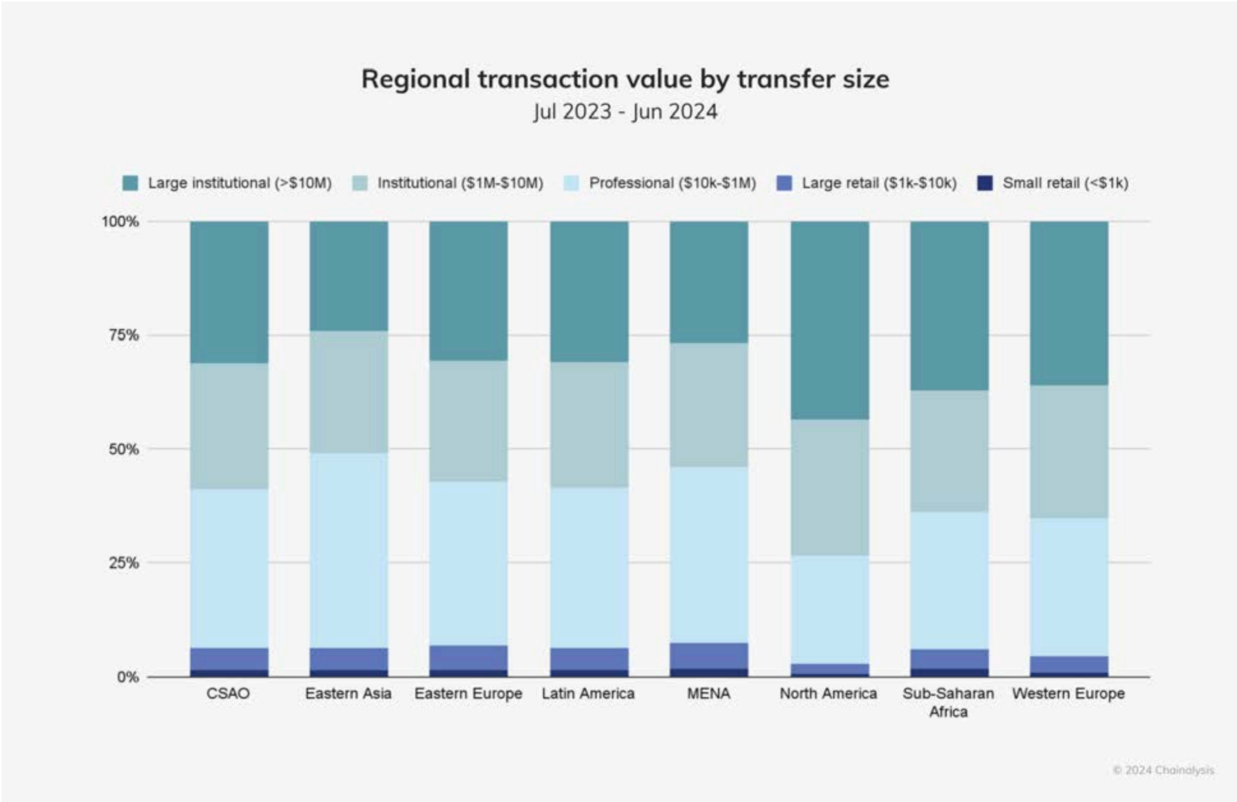
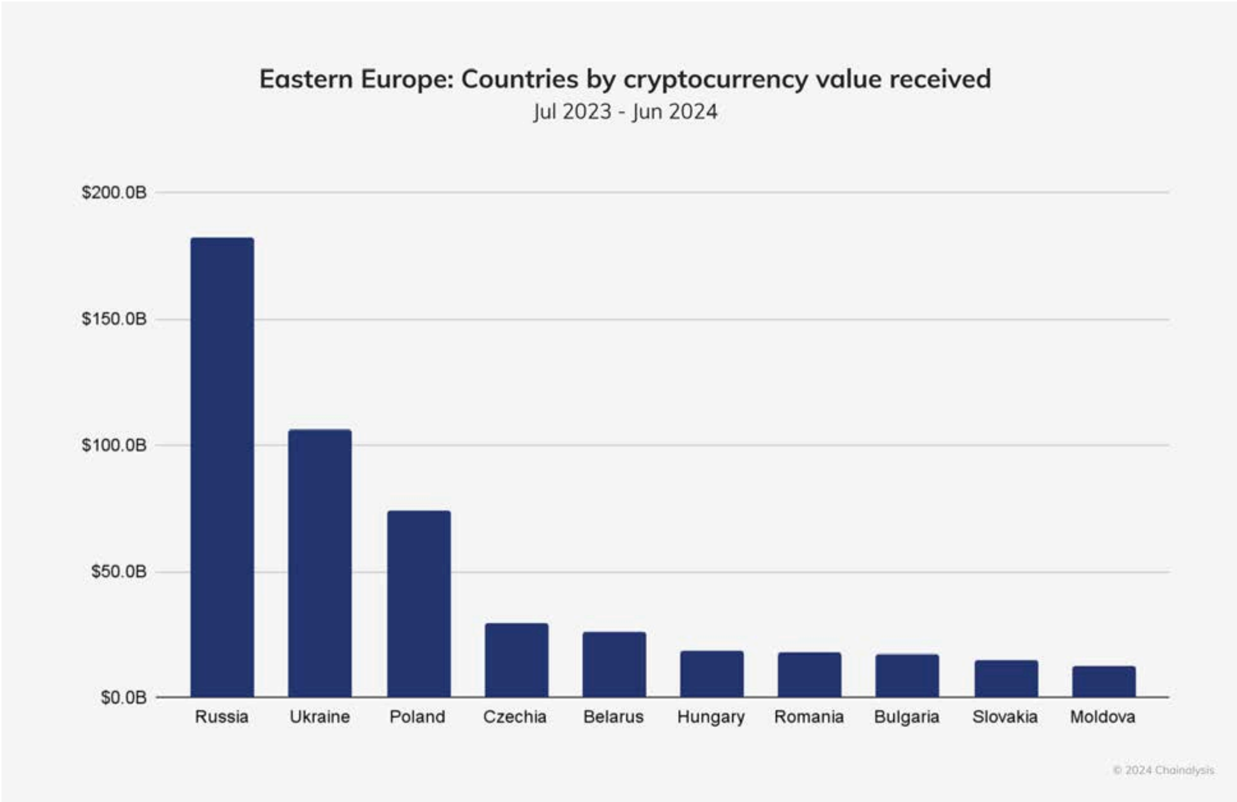
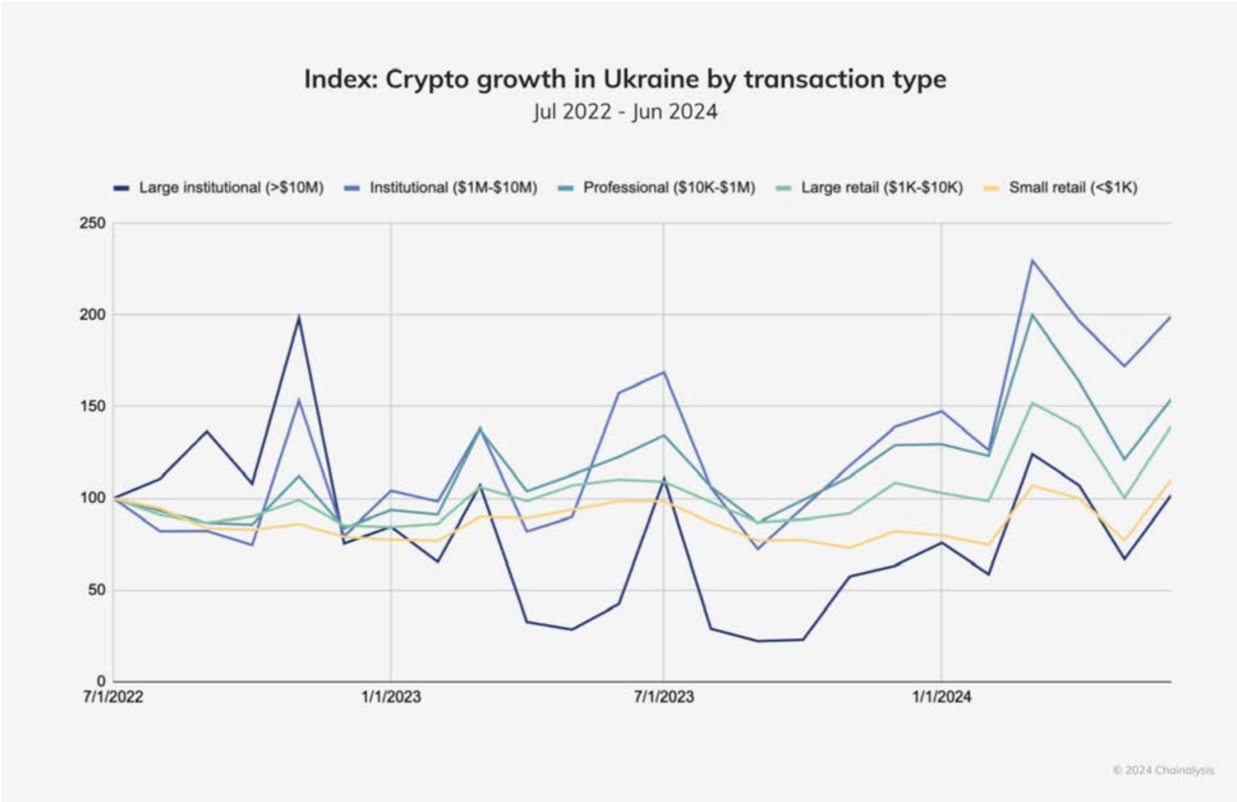


As the fourth largest cryptocurrency market, Eastern Europe received $499.14 billion in value on-chain between July 2023 and June 2024, or 11% of the total share of crypto received globally. Centralized exchanges (CEXes) received the most crypto in the region at nearly $324 billion, and DeFi activity grew significantly in the past year with $165.46 billion in crypto, a third of the region's inflows.

In this year's global crypto adoption index, regional leaders Ukraine and Russia ranked 6th and 7th, respectively, with Russia advancing six places from last year's ranking. That both countries' crypto markets are thriving is remarkable given the ongoing war and intensifying international sanctions regime against Russia, which led Eastern Europe with $182.44 billion in crypto inflows as shown below. Ukraine followed, receiving $106.1 billion in crypto.



In Ukraine, institutional and professional transfers drove a large portion of its crypto market growth, a noteworthy development given the country's evolving regulatory situation.



To gain regional perspective on this trend, we spoke with WhiteBIT, a crypto exchange with roots in Ukraine and currently headquartered in Lithuania, with a total of eight offices globally. Despite the war, WhiteBIT maintains a strong presence in the region, along with other CEXes, although some of them may have relocated operations to other Eastern European countries due to security concerns.

"Institutional and professional crypto transfers in Ukraine have surged as many seek financial stability amid the ongoing war, with cryptocurrencies viewed as a safer alternative," the organization said. "This trend is influenced by global factors like market volatility, inflation, and war-related sanctions, alongside growing institutional interest in Bitcoin ETFs from firms such as BlackRock."

BTC purchases using Ukrainian hryvnia grow

A review of order book data — a list of buy and sell orders for an asset or security — shows that Bitcoin (BTC) purchases using the Ukrainian hryvnia (UAH) have grown in the past year, totalling $882.64 million.

This follows a peak in UAH inflation at 26.6% in December 2022, and a steady decline in inflation in Q1 2023. Because consumer purchasing behavior typically lags behind economic trends, Ukrainians may have been pursuing BTC as an alternative store of value to the UAH.

"Amid economic uncertainty, BTC is seen as a safer long-term investment compared to the volatile national currency," WhiteBIT said. "BTC liquidity and security make it more attractive for both institutional and individual investors in Ukraine, who seek stability and long-term value preservation amid ongoing war and economic instability."

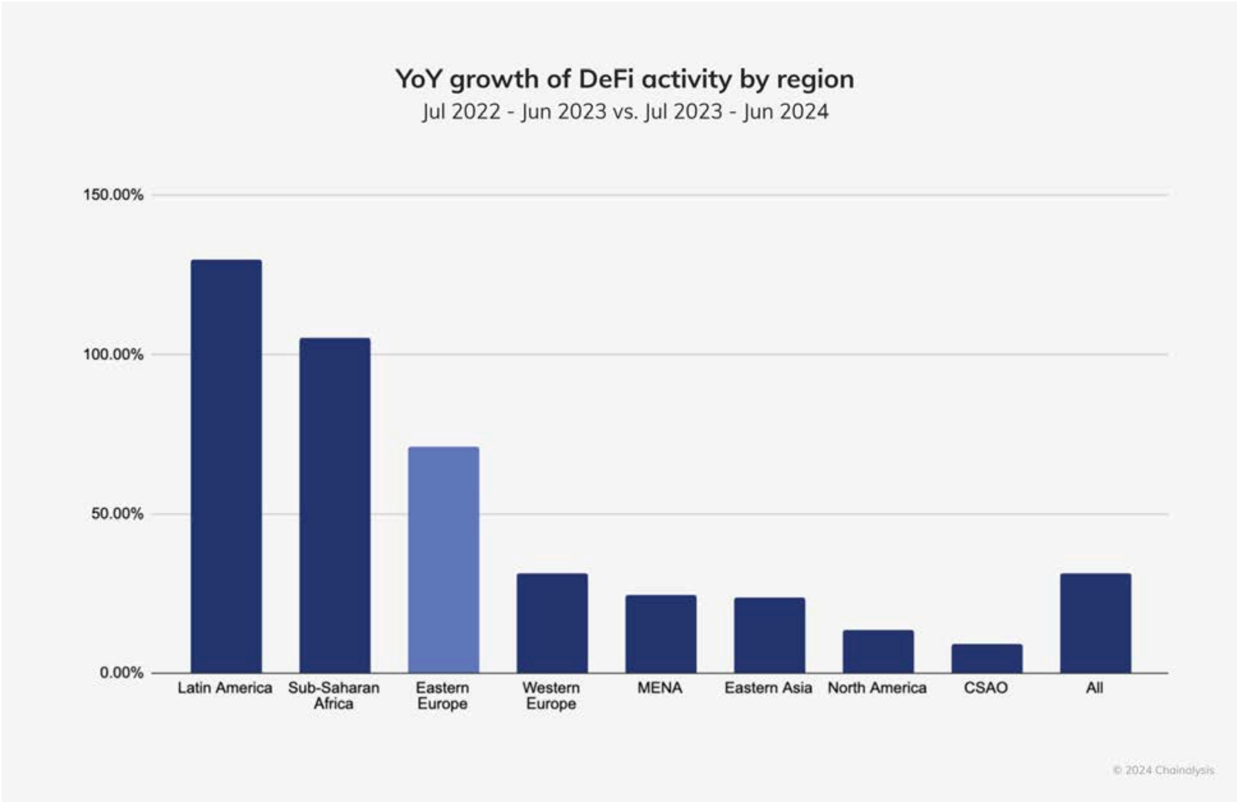
Russia-based homegrown services grow in popularity

Russia continues to receive large volumes of cryptocurrency from domestic and foreign sources. Last year, we reported a growth in homegrown services in Russia, a trend that has remained steady this year. The index of growth for local services in Russia (below) examines the average share of web traffic — defined as a greater than a 50% share — to Russia-based services in the past two years. While visits to CEX websites have remained relatively flat, those to Russian-language no KYC exchange websites have risen, peaked mid-last year, and are now holding steady. This could be in part due to the expansive sanctions against major Russian financial institutions, driving Russian nationals to more broadly use these types of services, where they can on- and off-ramp fiat from their sanctioned Russian banks to crypto.

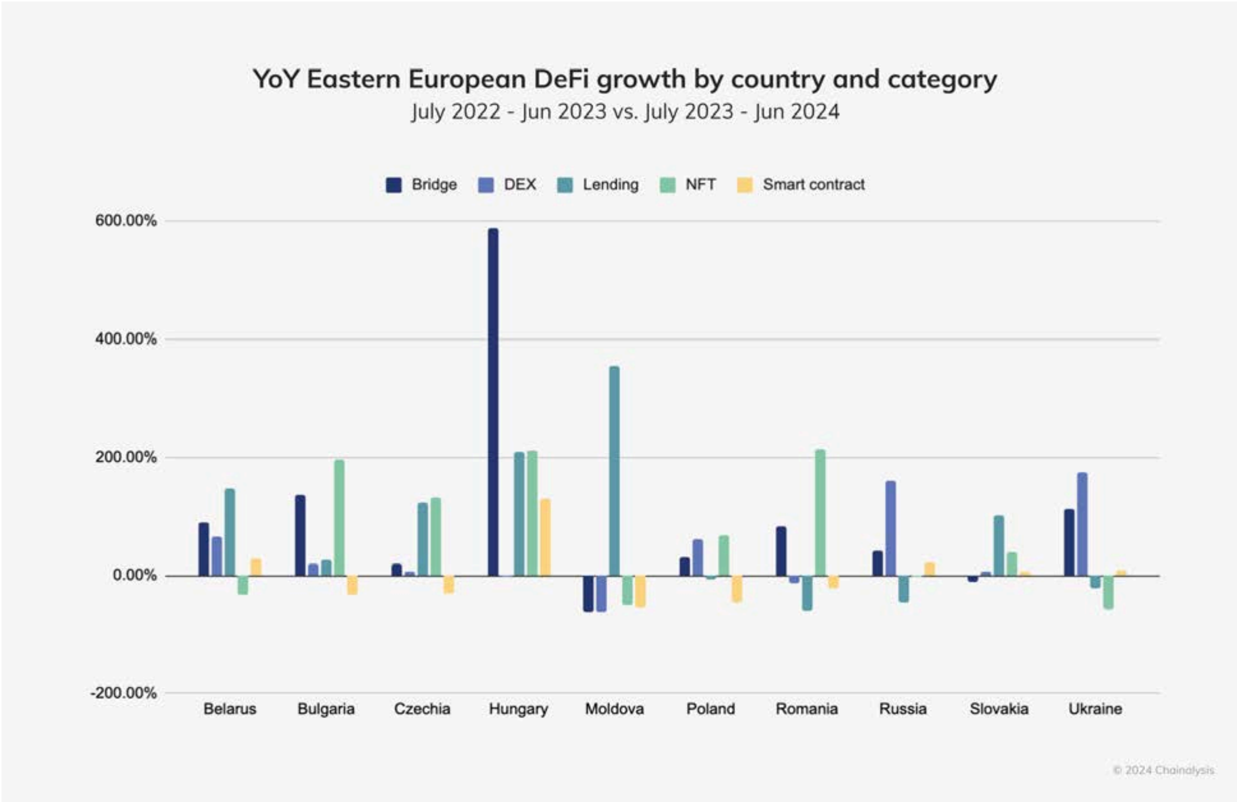
That reality aside, let's discuss a potential positive growth indicator for Eastern Europe: a substantial increase in DeFi activity.

DeFi activity grew nearly 40% YoY in Eastern Europe

In the past year, DeFi activity accounted for over 33% of total crypto received for Eastern Europe. And when looking at YoY DeFi growth worldwide, Eastern Europe placed third globally, behind Latin America and Sub-Saharan Africa.



In Eastern Europe, decentralized exchanges (DEXes) saw by far the greatest increase in crypto inflows — particularly in Ukraine, Russia, Poland, and Belarus. Regionwide, DEXes received $148.68 billion in crypto. Crypto sent to DEXes in Ukraine and Russia grew by 160.23% and 173.88%, respectively, with Ukrainian DEXes receiving $34.9 billion and Russian DEXes, $58.4 billion. Several countries, such as Moldova, Hungary, and Czechia, also saw a rise in DeFi lending services, which received $11.29 billion in crypto.



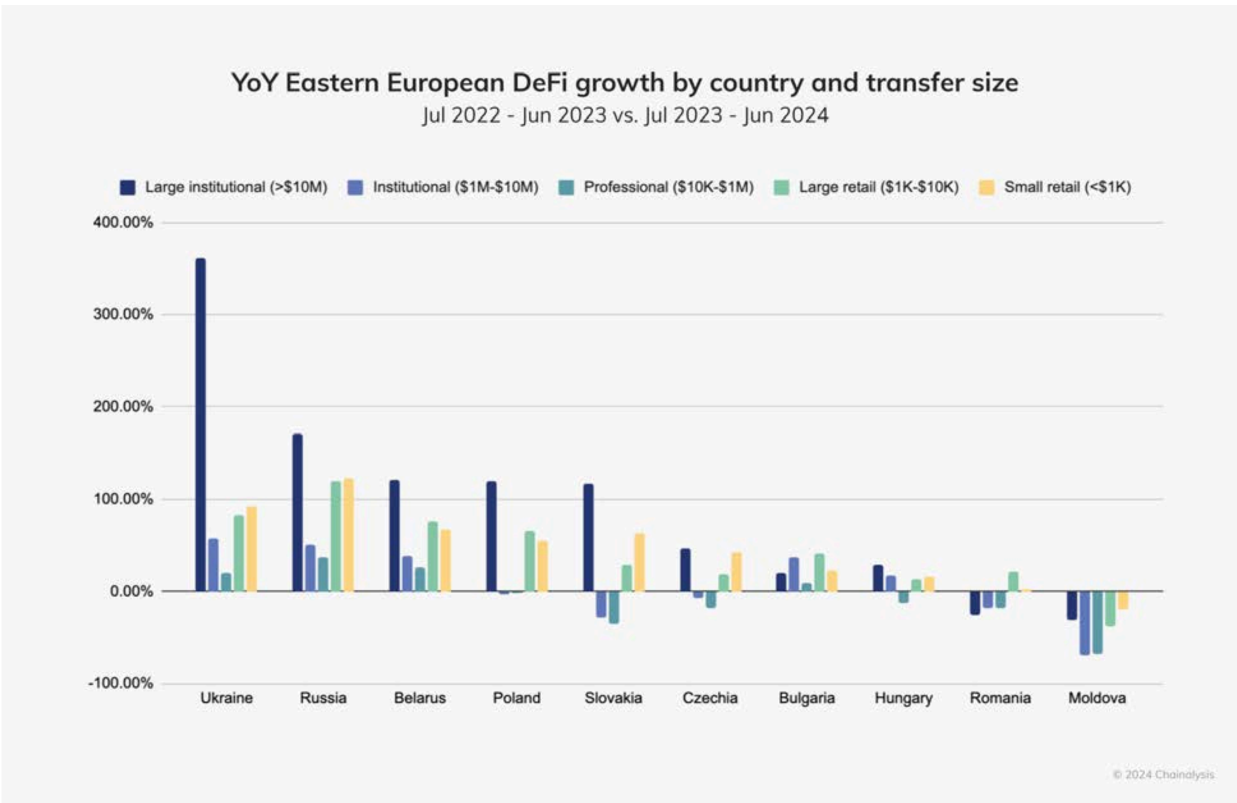
While countries like Hungary and Moldova saw explosive growth in bridges and lending, given their relatively small markets, crypto inflows to those categories only accounted for a fractional share of the region's total DeFi volume. For instance, Hungary's nearly 600% increase in crypto sent through bridges amounted to $151 million in crypto. While not an insignificant sum, comparing Hungary's bridge inflows to Ukraine's — $897 million— puts the figure into regional context. NFT growth also surged in some countries, but accounted for a mere $6.9 million of Eastern Europe's total DeFi inflows.

Token smart contracts (i.e., those that leverage ERC-20 tokens, as well as popular stablecoins, such as USDT and USDC) were not included in the above chart because all Eastern European countries experienced a notable decline in this category, mirroring a regional decrease in stablecoin volumes. Most other regions saw sustained growth in stablecoins, and WhiteBIT believes that regulatory uncertainty and geopolitical tensions could be contributing to Eastern Europe's move away from stablecoins.

As for Ukraine's decline in stablecoin usage, Anna Tutova, CEO at crypto news media group and PR-consulting agency, Coinstelegram, had this to say. "Many people in Ukraine buy crypto for investment purposes, so this may be the reason for the reduction in use of stablecoins. At the same time many people in Ukraine use stablecoins purely for P2P transactions, as money, a payment method and an easy tool for cross-border transfers and they may not use it for investments at all. Stablecoins are often used as a store of value in countries with volatile currencies, or as a way for financial inclusion for the unbanked population. In Ukraine and other Eastern European countries there is no need for that, as most of the population has bank accounts and local currencies are more or less stable. Of course, because of the war and generally over the years Ukrainian hryvnia lost its value significantly, but people tend to exchange their savings in hryvnia to dollars. Before December 2023 there were limits on buying foreign currency in Ukraine, but in December 2023 they were levied."

Both institutional use and grassroots crypto adoption take hold in Ukraine and Russia

DeFi transaction sizes for the past year reveal two key trends, particularly among regional leaders, Ukraine and Russia. Ukraine saw a 361.49% increase in large institutional transactions (i.e., those greater than $10M), which drove most of its DeFi growth. Similarly, Russia, Belarus, Poland, and Slovakia saw the greatest DeFi growth with large institutional transfers.



Conversely, Ukraine had a significant increase in large retail transactions (those between $1K-10K) and small retail transactions (those less than $1K), which rose 82.29% and 91.99%, respectively. Small retail transactions typically indicate grassroots adoption, and given the region's geopolitical instability and Ukraine's recent recovery from inflation, these smaller transactions could demonstrate investors using crypto to bolster everyday purchasing power.

That this is happening with DeFi presents another consideration: while an increase in DeFi activity typically indicates that a crypto market is maturing, investors may also be turning to DeFi because it offers greater ease, speed, and control over one's assets in transacting than operating through CEXes. When crypto users face regulatory uncertainty, they may choose the path of least resistance.

The future of crypto in Eastern Europe

This past summer, the EU began its rollout of Markets in Crypto-Assets Regulation (MiCA) with the applicability of its so-called stablecoin regime starting on June 30, 2024. On December 30, 2024, MiCA will be fully applicable to all crypto-asset service providers operating within the EU. By all indications, Ukraine is working towards adopting MiCA standards given its candidacy for EU membership.

“Embracing blockchain technology and integrating crypto-assets into a regulatory framework could be a major step forward for Ukraine’s efforts to support its economy, particularly during the ongoing war with Russia,” says Oleksandr Bornyakov, Deputy Minister of Digital Transformation of Ukraine on IT industry development. “A regulated crypto economy can generate tax revenue to the government, attract and retain startup talents, and position the country as a competitive player in the global digital economy. Well-designed crypto legislation will help move the crypto industry out of the so-called 'gray area' and into a legal framework, enhancing both legitimacy and trust in this emerging market.”

Responding to Western sanctions and fears of difficulty in trading with countries like China, the Russian government passed legislation in September to legalize crypto mining and to allow the use of crypto for international payments, following a years’ long crypto ban. Officials at the Central Bank of Russia and Russian lawmakers have explicitly singled out a strong desire to reduce reliance on the U.S. dollar to mitigate the effects of the sanctions that were put in place as a consequence of its invasion of Ukraine.

As for crypto’s future in Eastern Europe, WhiteBIT had this to say. “Given the rapid evolution of blockchain technology and the increasing focus on regulatory frameworks, we are confident that the crypto industry holds immense growth potential. Eastern Europe, as part of the global market, is emerging as a pivotal region for blockchain adoption. This is a time of opportunity, where embracing new regulations and technological advancements can become a catalyst for the development of digital assets across the region.”

A regulator in Ukraine shares this optimism. “From the perspective of promising areas for digital assets in Eastern Europe, we believe that Ukraine has the potential to become a key player, considering the high level of adoption and interest in cryptocurrencies,” said Yurii Boiko, Commissioner at Ukraine's National Securities and Stock Market Commission. “We have a multi-million population with a high level of IT literacy, a continually expanding digitalization in the country, strong technological ecosystems, and a drive for innovation. Combined with a favorable regulatory environment, which we are actively working on establishing, this will enable Ukraine to become a future driver of the development and implementation of digital assets in the Eastern European region.”

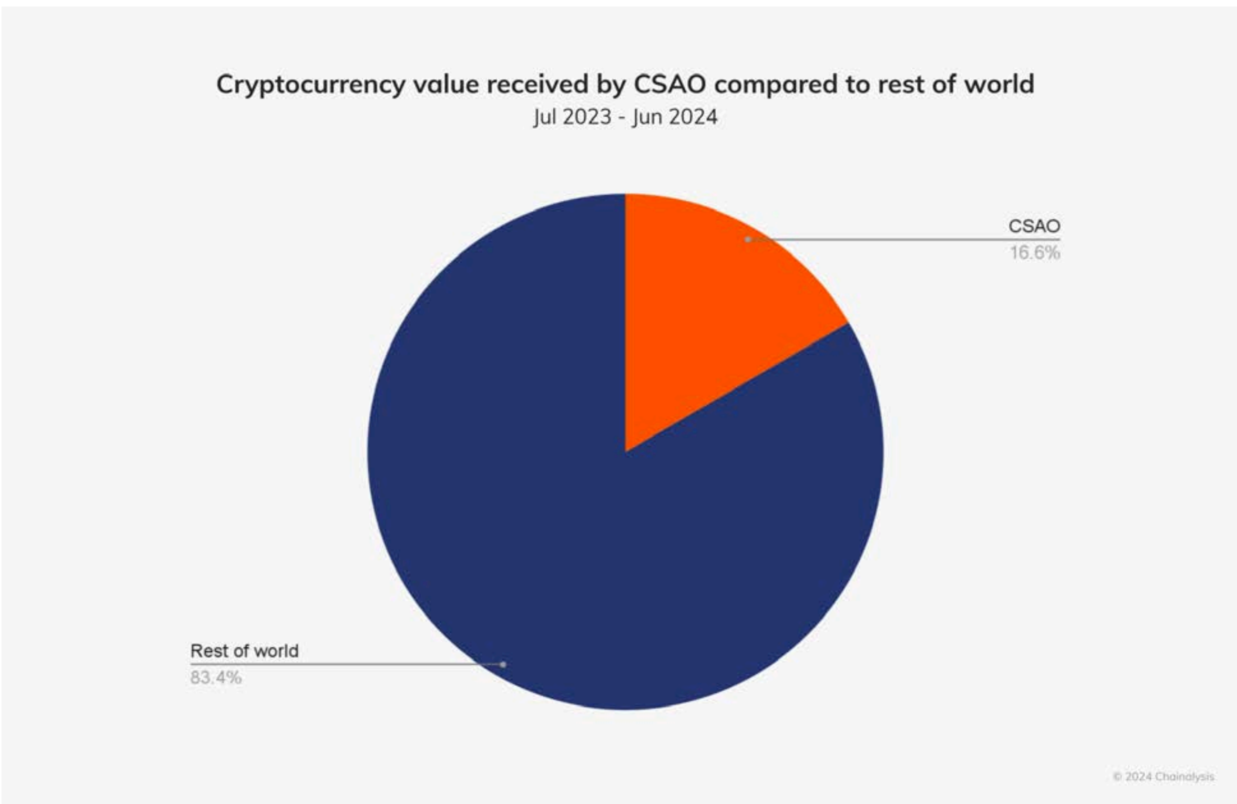
We’ll continue monitoring trends to see how MiCA and other regulatory efforts affect Eastern European crypto adoption in the coming year.

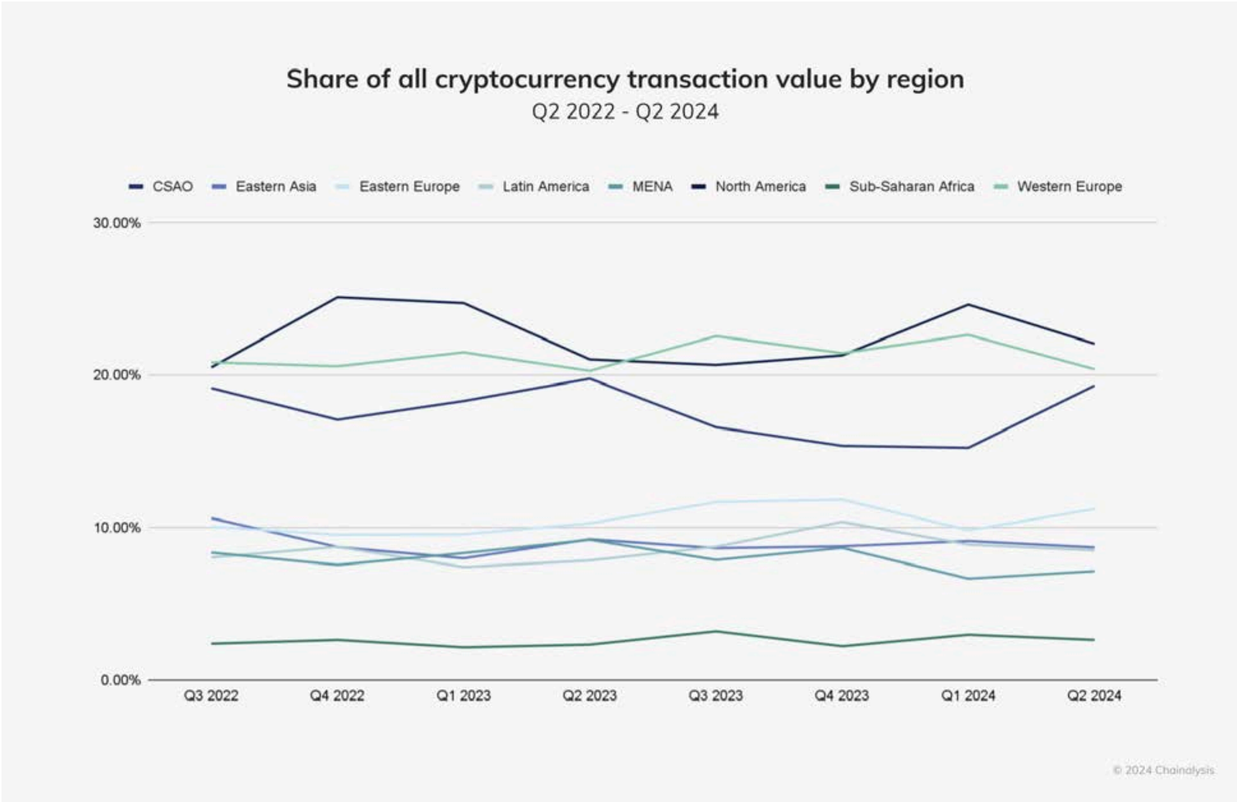
Central & Southern Asia and Oceania

Central & Southern Asia and Oceania's Most Dynamic Crypto Markets

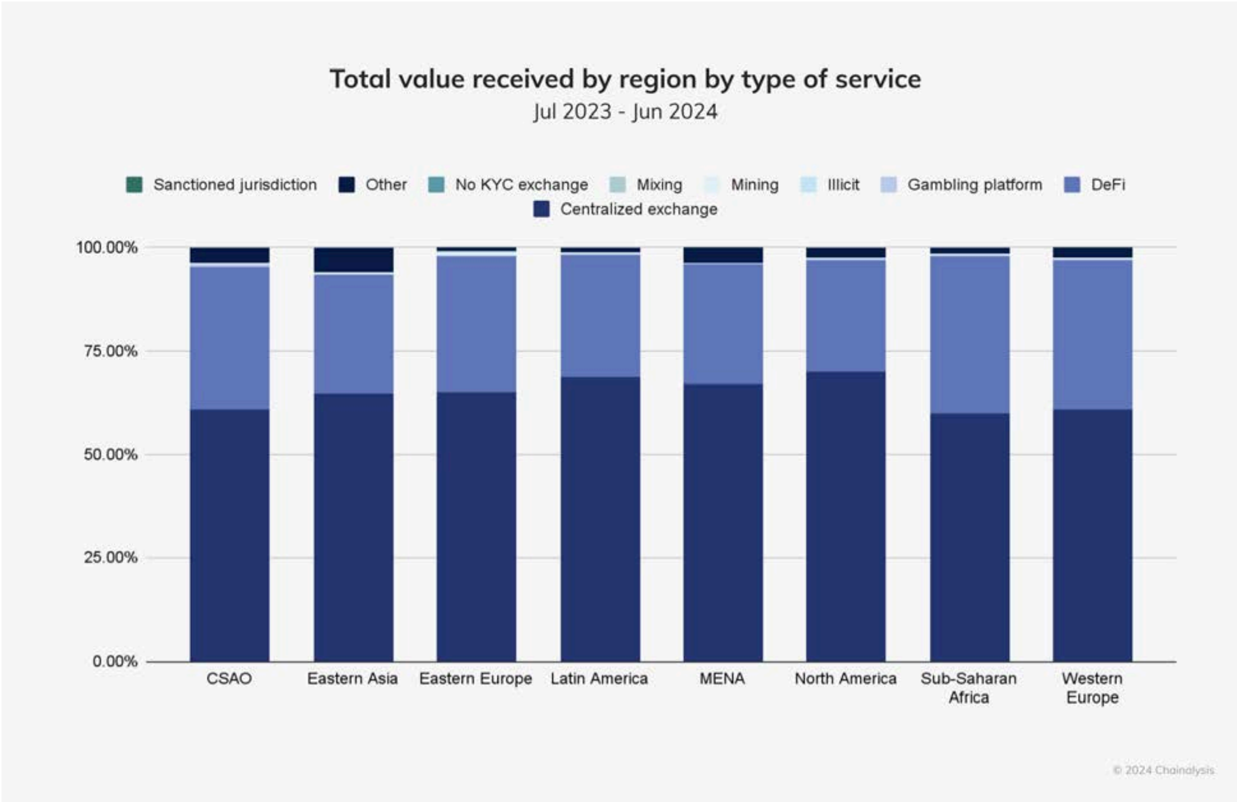
India Leads Grassroots Adoption Globally, Singapore's Payments Market Takes Off, and Indonesian Traders See Opportunity

Similar to last year, Central & Southern Asia and Oceania (CSAO) is the third largest crypto region we studied, accounting for more than $750.0 billion in crypto asset inflows between July 2023 and June 2024. CSAO accounts for 16.6% of global value received, placing the region behind only North America and Western Europe, and well above the remaining regions.





Crypto activity in CSAO is driven by centralized exchanges, with transfers in sizes above $10,000 representing the largest share of value received, suggesting substantial professional and institutional activity.


Total value received by region by type of service
Jul 2023 - Jun 2024
Sanctioned jurisdiction
Other
No KYC exchange
Mixing
Mining
Illicit
Gambling platform
DeFi
Centralized exchange
100.00%
75.00%
50.00%
25.00%
0.00%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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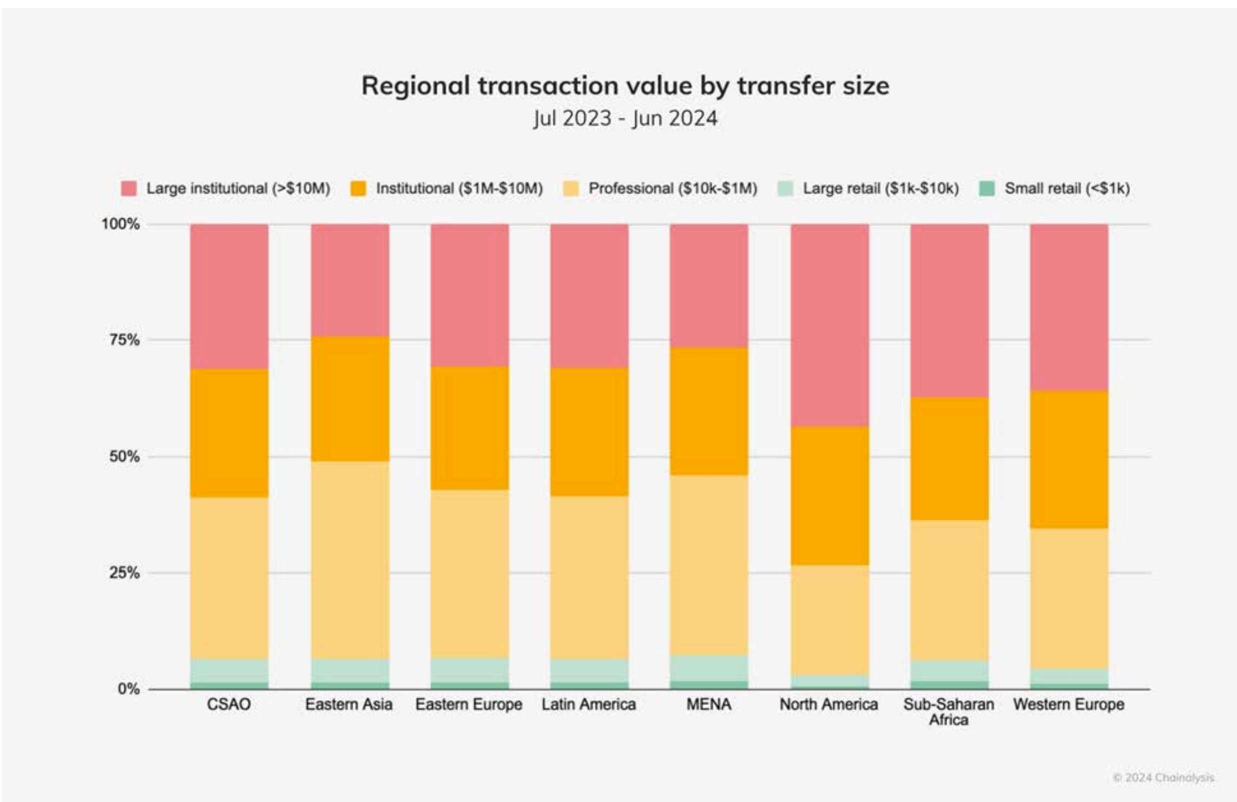
Regional transaction value by transfer size
Jul 2023 - Jun 2024
Large institutional (>$10M)
Institutional ($1M-$10M)
Professional ($10k-$1M)
Large retail ($1k-$10k)
Small retail (<$1k)
100%
75%
50%
25%
0%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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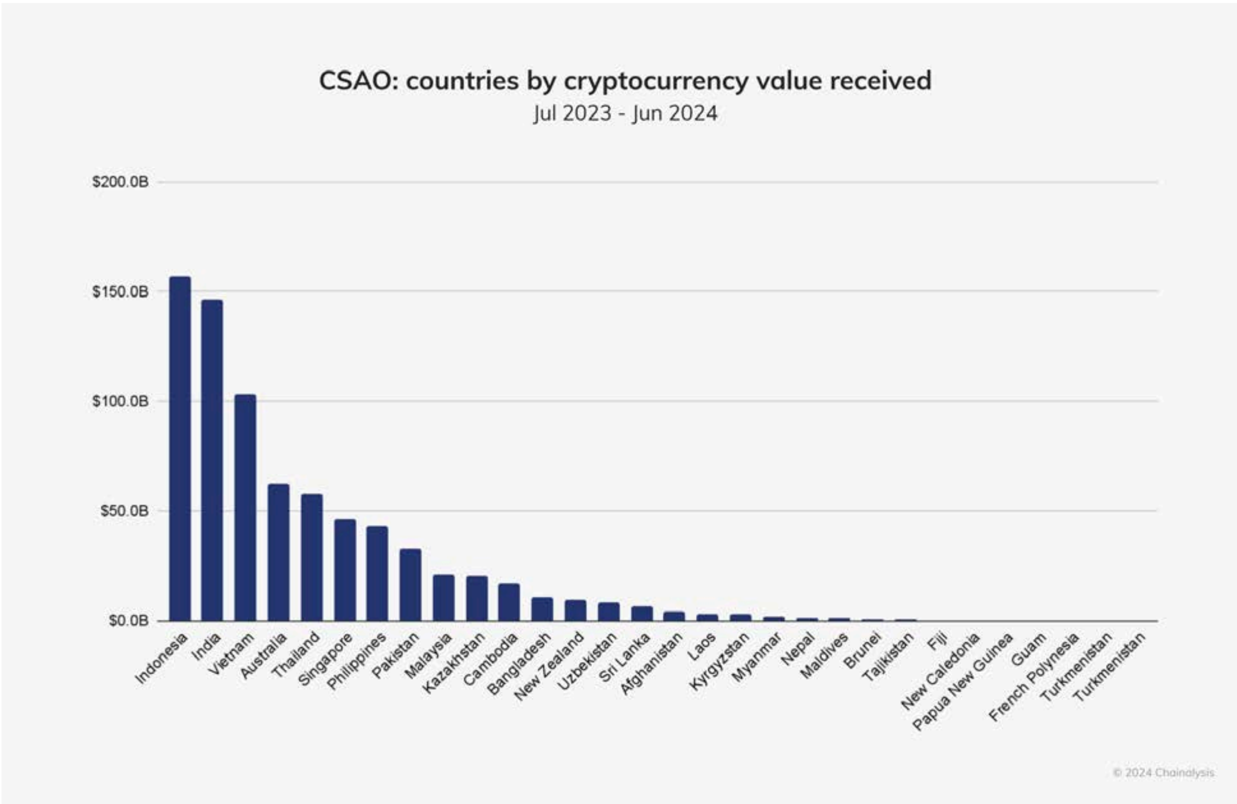
Indonesia leads the region in terms of cryptocurrency value received during the time period studied, at approximately $157.1 billion.



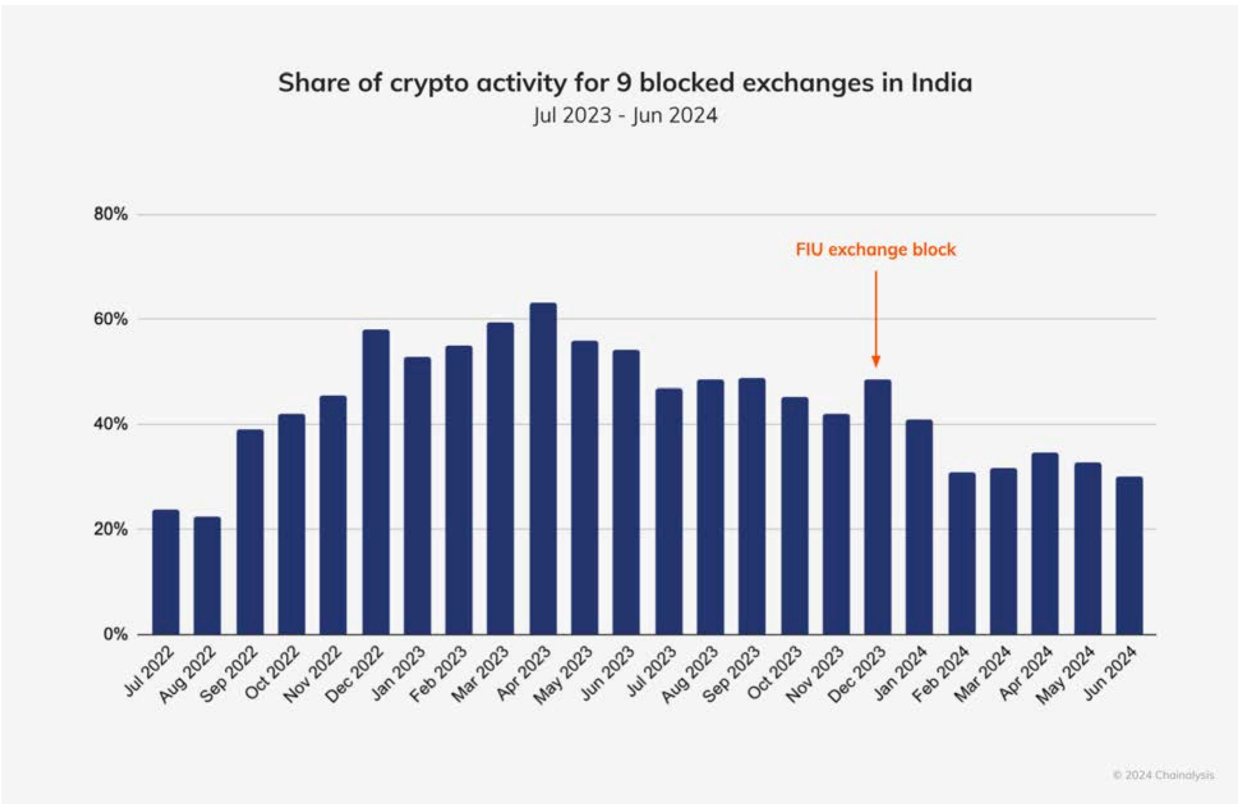
Seven of the top 20 countries in our global adoption index are in the CSAO region: India (1), Indonesia (3), Vietnam (5), the Philippines (8), Pakistan (9), Thailand (16), and Cambodia (17). Keep reading for a brief update on India's cryptocurrency regulation, and how institutions are driving crypto adoption in both Singapore and Indonesia.

Crypto activity thrives in India amid evolving regulatory environment

Last year, we noted that India remained a top global cryptocurrency market, amid evolving regulatory and tax environments. The country's comparatively high crypto capital gains tax (at 30%) and 1% tax on all transactions — also known as a tax deducted at source (TDS) — may have drawn some Indian investors to explore international exchanges without such stringent regulatory requirements. Regardless, these developments didn't seem to hinder crypto's overall growth in the country, and it is the same this year. In addition to ranking second in the CSAO region in terms of cryptocurrency value received, India leads the world on this year's global adoption index.

In December 2023, India's Financial Intelligence Unit (FIU) notified nine offshore exchanges — Binance, HTX (formerly Huobi), Kraken, Gate.io, KuCoin, Bitstamp, MEXC, Bittrex, and Bitfinex — that they were not compliant with India's anti-money laundering laws, and consequently asked the Ministry of Electronics and Information Technology (MeitY) to block their URLs for India-based customers. However, contacts in the region explained to us that users were still able to access these exchanges if they had previously downloaded the apps and that certain apps were still accessible for new downloads. Interestingly, the Indian think tank Esya Center analyzed the impact of blocking of the URLs on the digital asset market and found it to be short-lived.

These factors would explain the sustained activity following the December 2023 show cause notice, shown in the chart below. This chart measures the total value received by the nine blocked exchanges compared to the total value received in India.

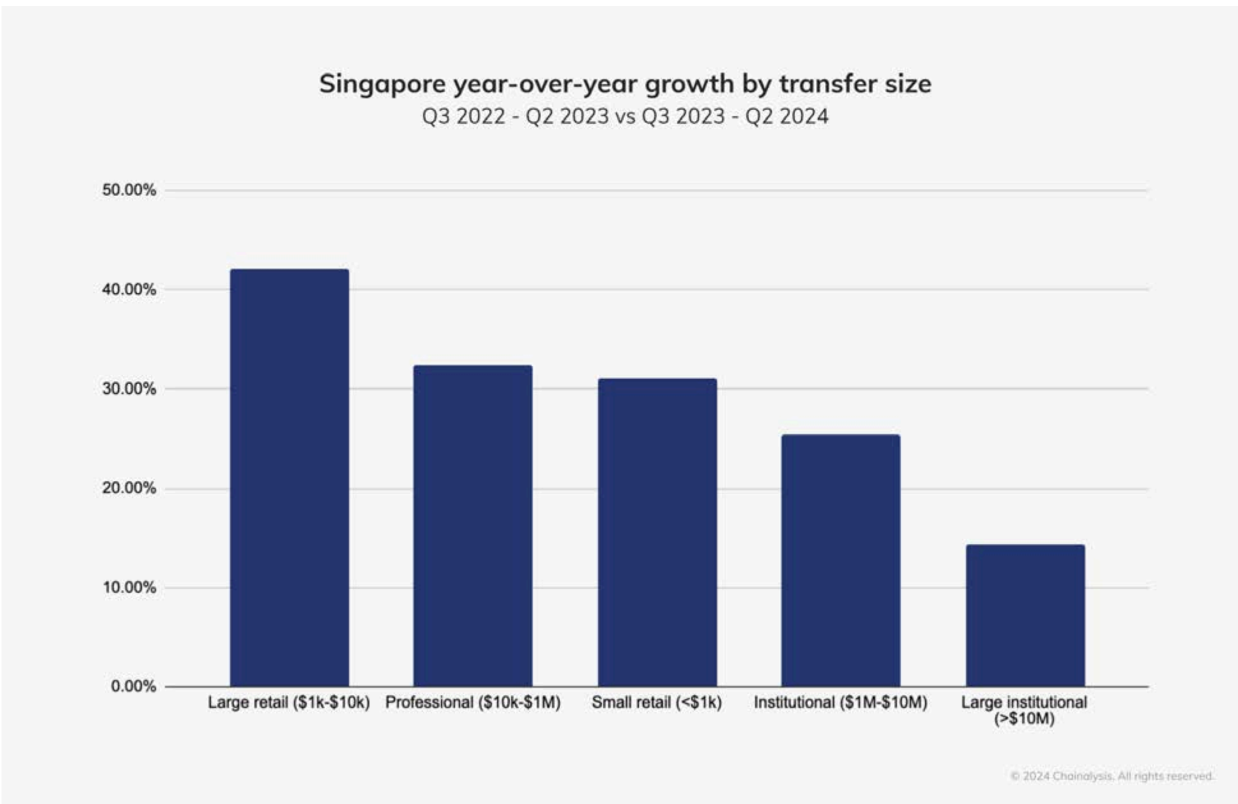


Similarly, Vikram Rangala, Executive Director of ZebPay, an India-based cryptocurrency exchange and wallet provider, told us that he did not anticipate that the FIU's blocking order would last long, and expressed hope that India's vibrant crypto and Web3 ecosystem would benefit from additional regulatory clarity. "Now we're seeing that offshore exchanges will soon be brought into this emerging ecosystem. Earlier, we had a flight of investors away from Indian exchanges to global exchanges because of high taxes. I hope that, with regulatory clarity, we'll also get a more workable tax arrangement that promotes innovation, and brings all aspects of crypto and Web3 into the economy in a sustainable way. There are a lot of brilliant Indian crypto startups. When they are finally given a healthy environment to work in, I think they'll unleash magic. Think 100 Polygons and more."

The good news is that India's path to crypto adoption is becoming clearer, due to continued engagement between the industry and regulators. A significant indicator of this change is the FIU's recent decision to lift Binance's seven month block, following Binance's registration as a reporting entity, allowing the exchange to re-enter the Indian market. Although this shift is more recent and not reflected in the above data, we look forward to seeing how India's crypto market develops in the coming years.

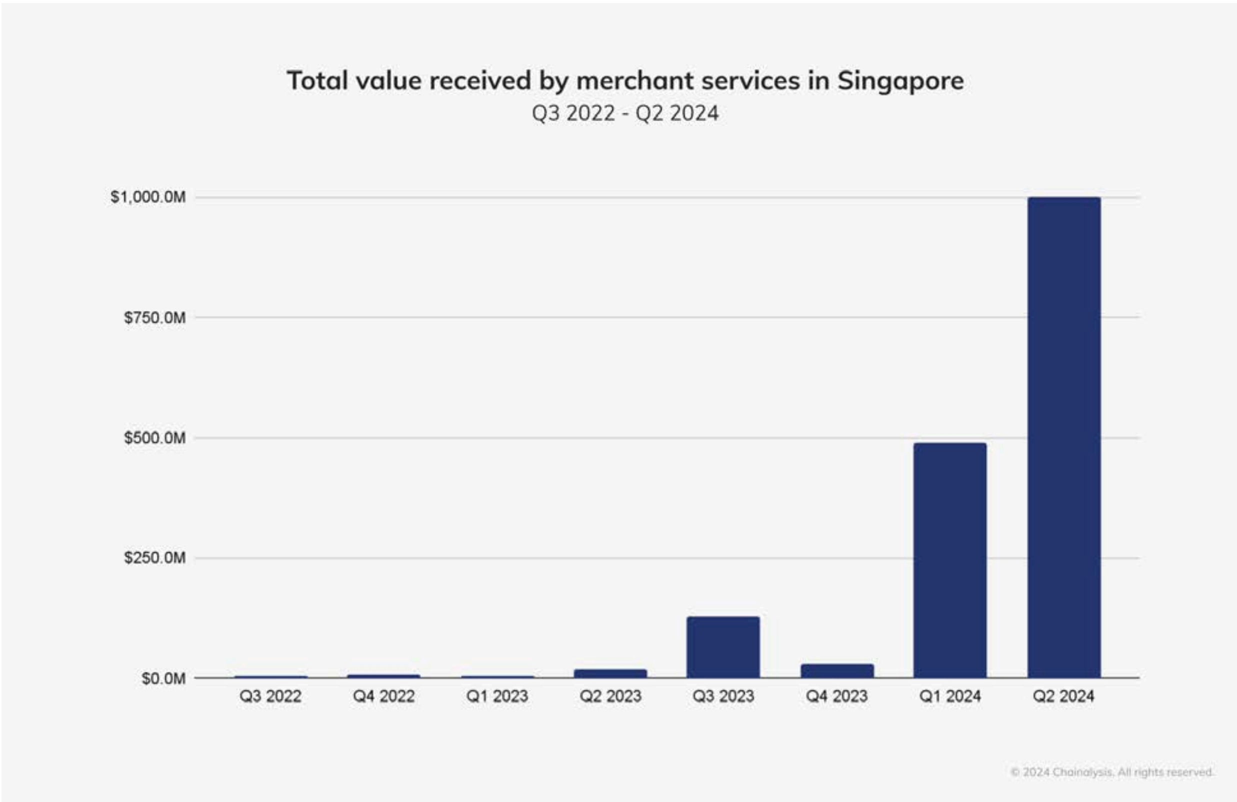
Singapore sees recent interest in crypto merchant services

For the past several years, Singapore's crypto market has been primarily institutionally-driven, but this trend appears to be shifting. As we see below, year-over-year growth by transfer size has been the most significant for retail and professional investors. It is possible that more favorable market conditions in comparison to the previous year's conditions have motivated these investors to increase their participation. Additionally, as we will explore in more detail below, Singaporean regulators' efforts to increase consumer protection rules may have given retail and professional investors more confidence to enter or re-enter the markets.

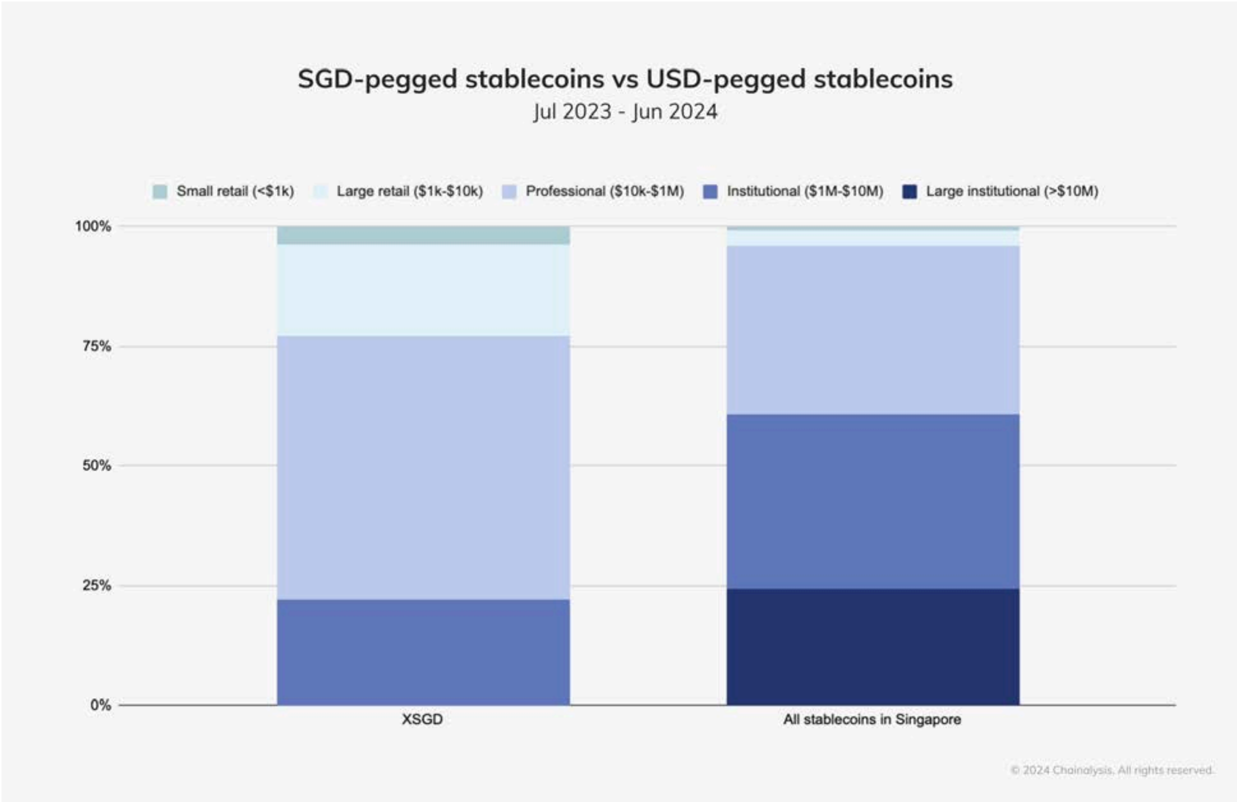


A notable aspect of Singapore's crypto market is the growing adoption of crypto as a payment method for a variety of services. For instance, Singapore-based startup dtcpay enables merchants to accept payments in cryptocurrency. More recently in March 2024, Singapore-based super-app Grab, which offers access to taxi services, food deliveries, and other similar conveniences, began accepting top-ups to its e-wallet via cryptocurrencies. Users are now able to make payments in Bitcoin, Ether, Singapore's local currency stablecoin XSGD, Circle USD, and Tether.

Additionally, momentum for crypto payments appears to be picking up. In the second quarter of 2024, the total value in crypto received by merchant services in Singapore reached nearly $1 billion — significantly higher than any other quarter in the past two years. This trend of crypto payments is interesting in a market where retail fiat payment systems are already highly efficient, as it hints at the ubiquity of crypto holdings among the population.



The steady local adoption of XSGD tells another interesting story. XSGD is issued by StraitsX, holder of a Major Payments Institution license in Singapore (MAS). More than 75% of XSGD value transferred during the time period studied took place in sizes of $1 million or below, with almost 25% of transfers under $10,000, suggesting a strong base of retail activity. In contrast, other stablecoins pegged to the U.S. dollar are mainly transferred in large sizes of above $1 million, suggestive of institutional activity.


SGD-pegged stablecoins vs USD-pegged stablecoins
Jul 2023 - Jun 2024
Small retail (<$1k)
Large retail ($1k-$10k)
Professional ($10k-$1M)
Institutional ($1M-$10M)
Large institutional (>$10M)
100%
75%
50%
25%
0%
XSGD
All stablecoins in Singapore
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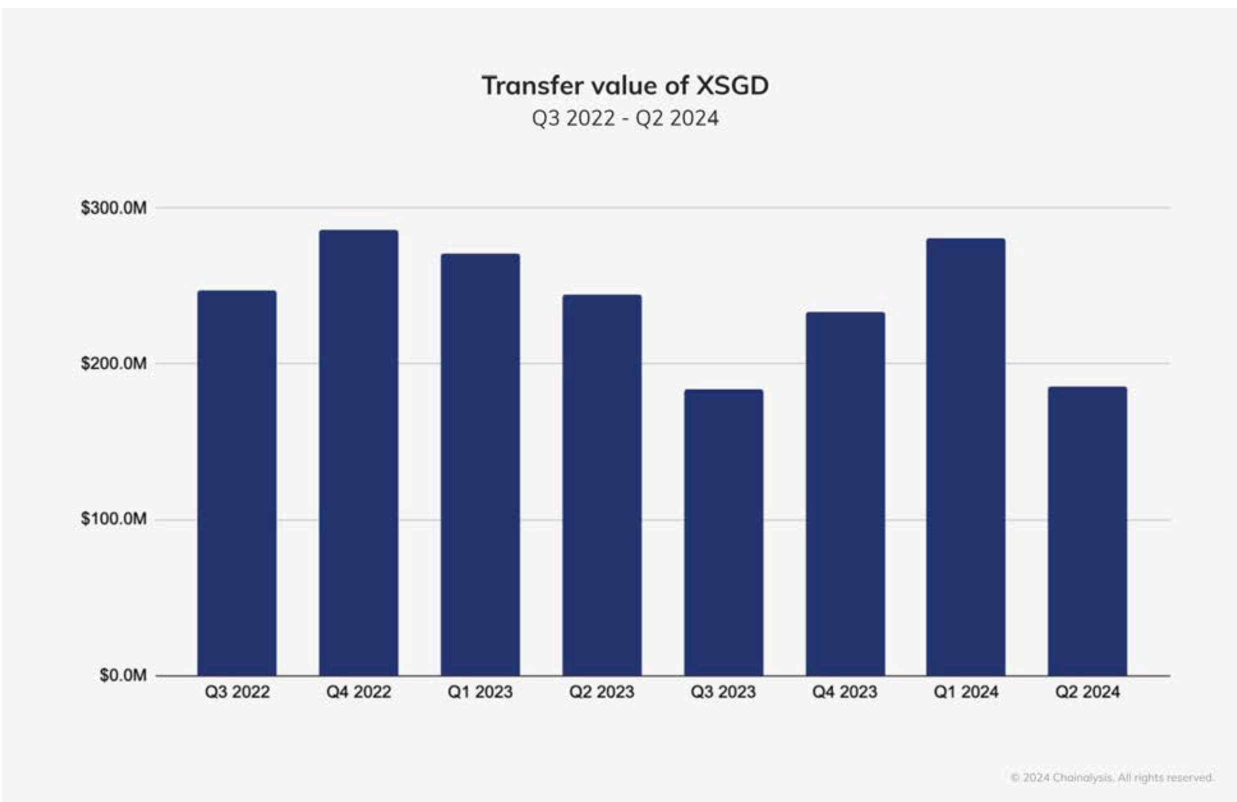
Transfer value of XSGD
Q3 2022 - Q2 2024
$300.0M
$200.0M
$100.0M
$0.0M
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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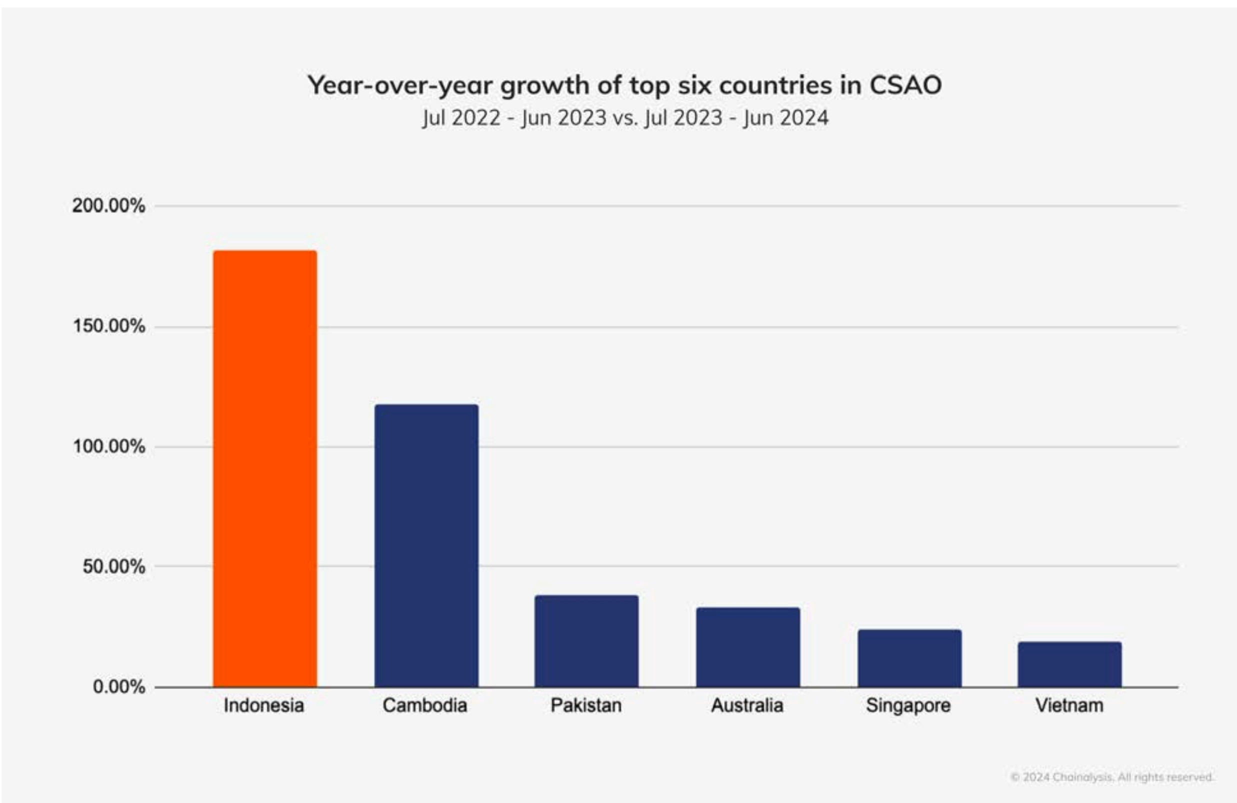
Since the third quarter of 2022, the transfer value of XSGD has been steady, with most quarters experiencing activity of more than $200 million.

In addition to Singaporean merchants adopting crypto, the country's recent regulatory clarity may be bolstering confidence in stablecoins. For instance, in August 2023, MAS finalized its stablecoin regulatory framework, which includes new requirements for stablecoin issuers, and details segregation and custody procedures for customer assets. Additionally, Singapore's central bank implemented crypto custody and licensing requirements in April 2024. This combination of regulatory clarity and merchant adoption suggests that Singapore is positioning itself as a major hub for digital assets, which could eventually attract more global businesses and investors.

Trading opportunities drive Indonesia's crypto market

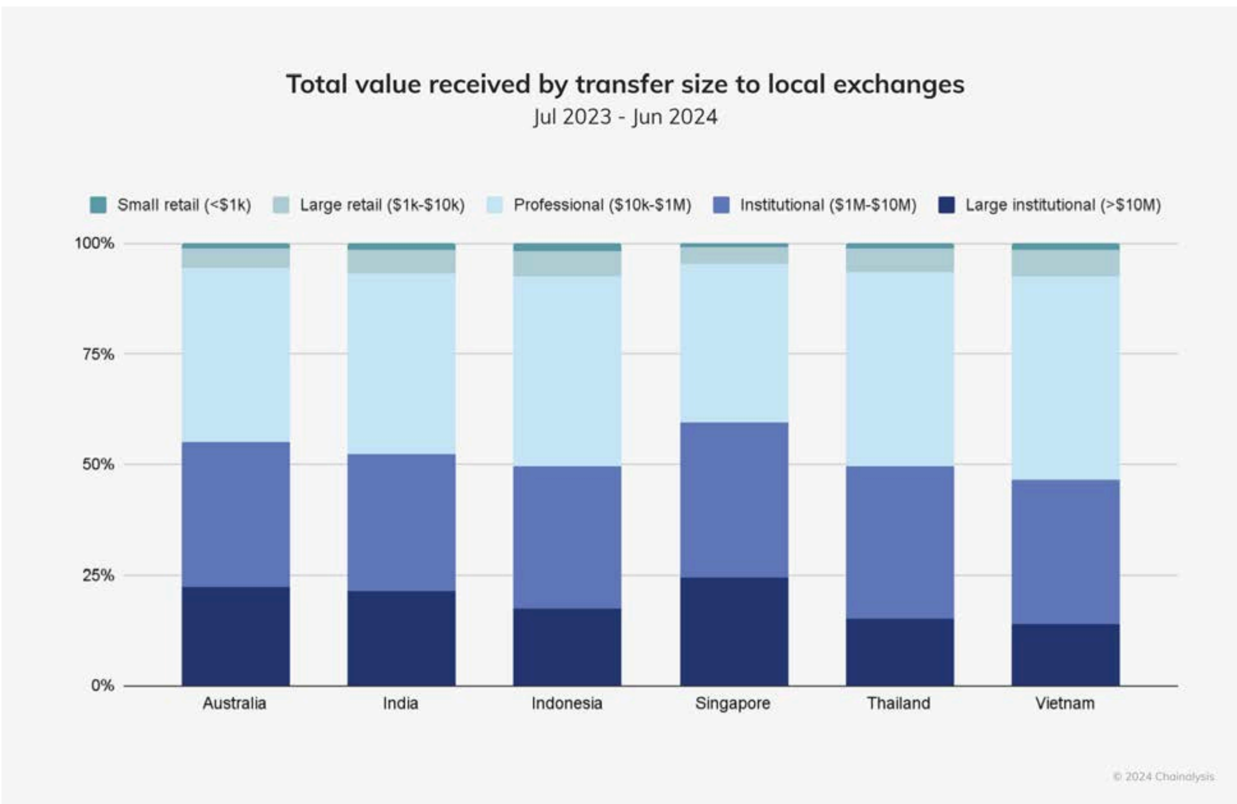
While other countries in the CSAO region, such as Singapore, are seeing crypto adoption fueled by regulatory progress and merchant services, Indonesia's market is particularly dynamic and showcases crypto's diverse use cases beyond the typical. Indonesia is one of the fastest-growing crypto markets in the region and has the highest year-over-year growth at nearly 200%.



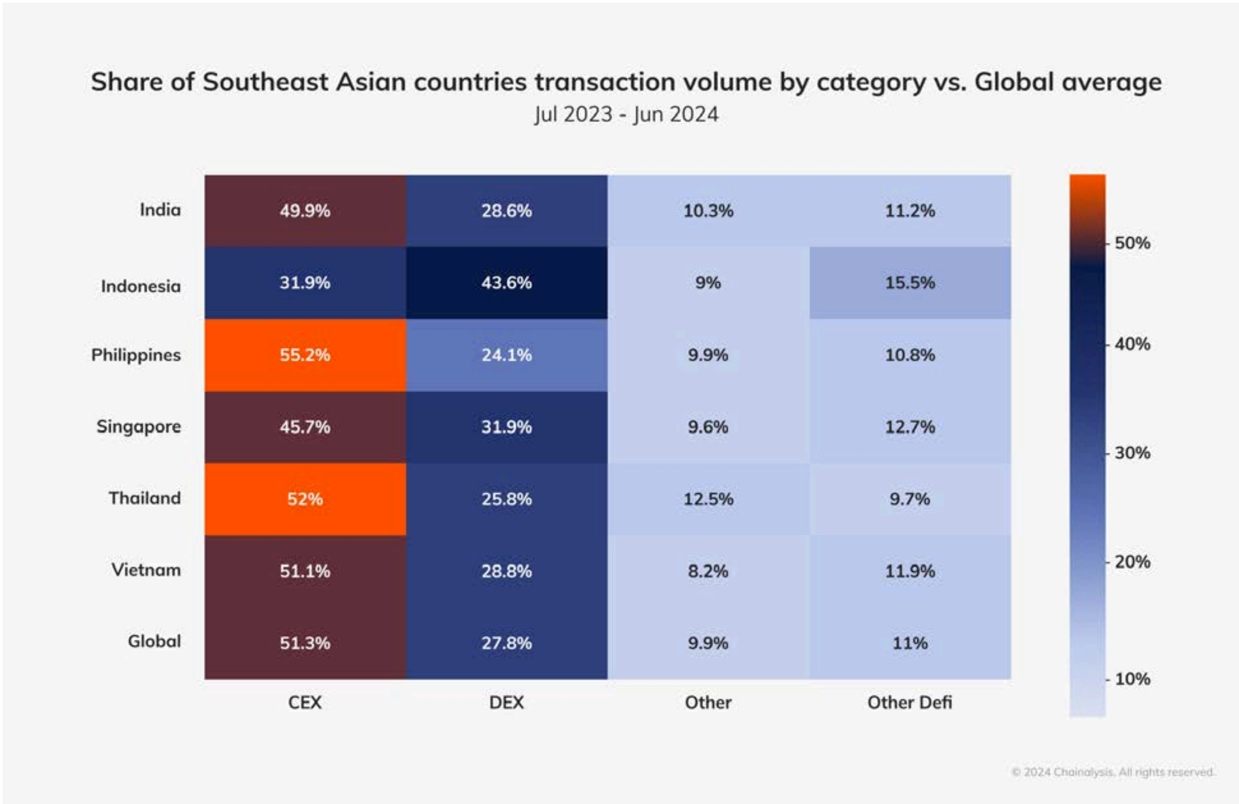
It appears that much of this activity is driven by trading. According to Indonesia's Commodity Futures Trading Regulatory Agency, 2024 has seen a recent surge in cryptocurrency transactions, the number of crypto investors located in the country, and interest in meme coins.

To learn more about crypto growth in Indonesia, we spoke to Barry Matthew Meyer, Product Manager at Pintu, an Indonesia-based crypto exchange company whose main offering is trading. “I believe Indonesia’s growing crypto market is primarily due to the novelty of crypto and the promise of quick profits — many people still see crypto as a speculative financial instrument,” he explained. “A lot of people right now are flocking to Telegram groups to provide and look for trading signals, similar to what they have been doing in equities for quite some time. However, crypto activity is more intense because there are a lot of new tokens.” Meyer also explained that the Indonesia Stock Exchange’s recent introduction of full call auction (FCA) measures may be driving people to move to crypto. “The exchange is imposing more strict rules for a stock to be considered, which has affected users’ sentiments on the Indonesian stock market and is causing them to look for alternative trading vehicles.”

This activity is reflected in our data. As the below chart illustrates, more than a third (43.0%) of value received by local exchanges in Indonesia came from transfers of $10,000 to $1 million in size, suggesting that these flows may have been driven by professional trading activity. Indonesia also has a higher share of transfers of $1,000 to $10,000 than any of the top countries in terms of cryptocurrency value received.



Indonesia’s burgeoning Web3 market has also produced interesting trends during the time period studied. As we see in the chart below, Indonesia has a higher share of both decentralized exchange (DEX) and decentralized finance (DeFi) activity than those of other countries in the region, as well as the global average.



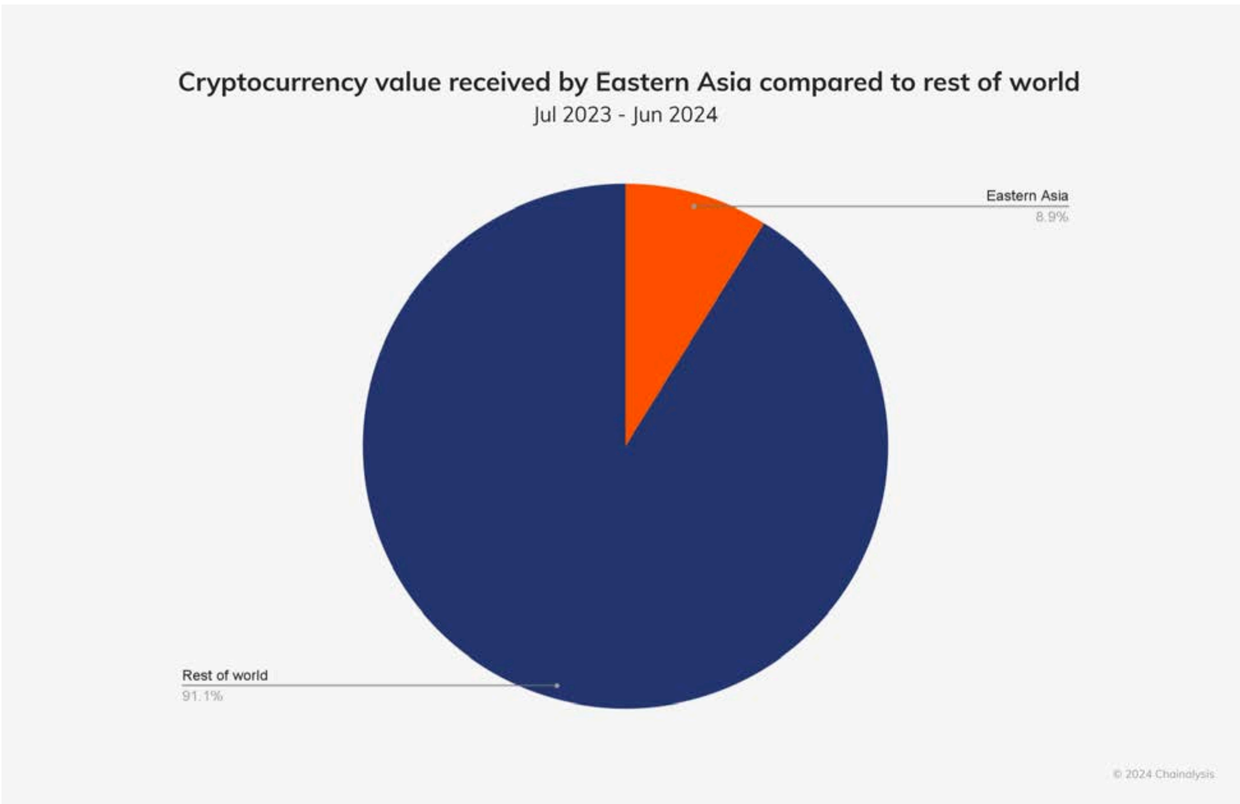
According to Asih Karnengsih, Executive Director of Asosiasi Blockchain Indonesia, a non-profit organization dedicated to fostering blockchain development, adoption, and education, "As understanding of crypto assets improves in Indonesia, more users are exploring advanced platforms and services. This trend has led to the rise of the 'crypto degen' community, where members actively participate in yield farming, staking, and various token projects on DeFi platforms."

As is the case in many countries around the world, these alternative investment opportunities attract young adults interested in emerging technologies and ways to make quick profits. Millennials and Gen Z users reportedly comprise more than 50% of Indonesia's current investor base. "We believe that this interest presents a vibrant market for innovation and new technologies," said Karnengsih. "Associations — including our own — local exchanges, and the government frequently conduct educational programs at Indonesian universities, further fueling interest and knowledge among these young investors. We place great emphasis on encouraging young talent to explore blockchain, which helps them become more informed and confident in navigating the crypto market, fostering a dynamic and innovative investment landscape in the country."

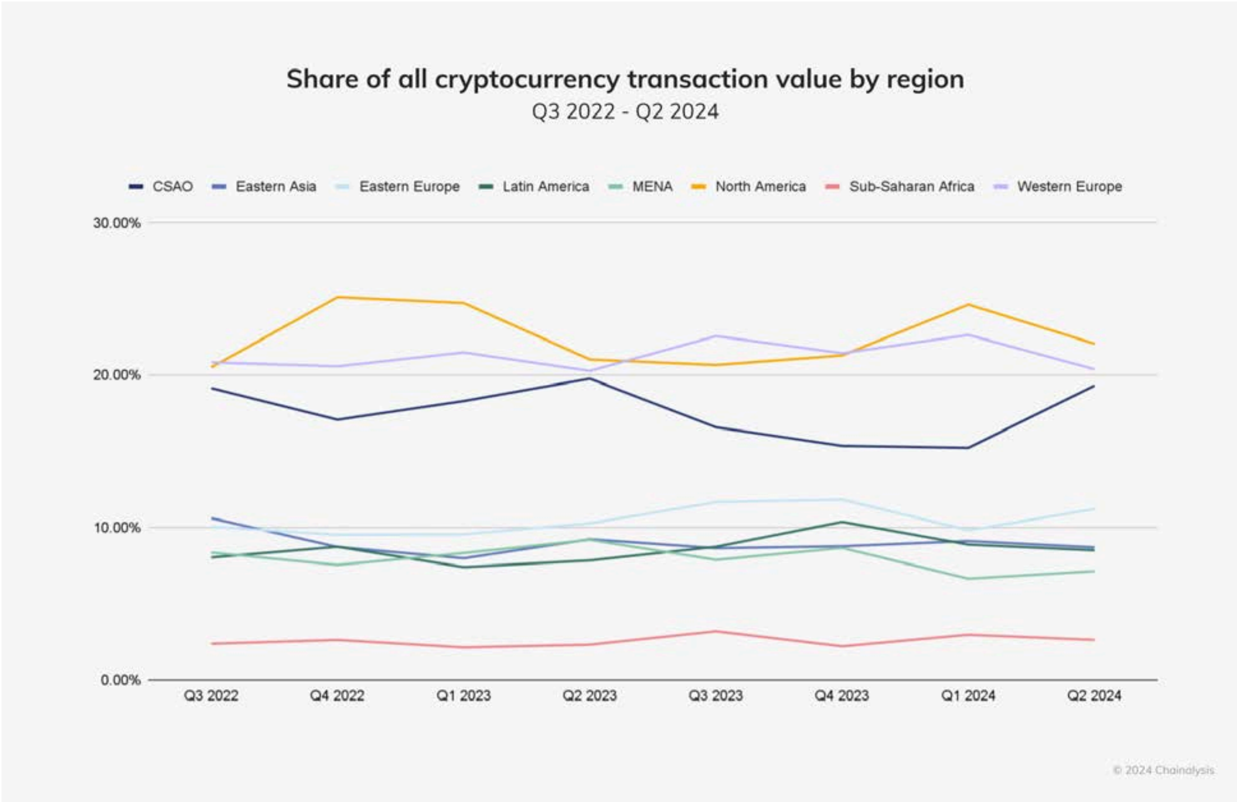
Eastern Asia

Eastern Asia: Institutions Drive Adoption in South Korea and Hong Kong

Eastern Asia is the sixth largest cryptocurrency economy in the world this year, accounting for 8.9% of global value received between July 2023 and June 2024. The region received more than $400 billion in on-chain value during the same time period.



Eastern Asia's share of cryptocurrency transaction value has remained relatively stable during the time period studied with no significant fluctuations.


Share of all cryptocurrency transaction value by region
Q3 2022 - Q2 2024
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
30.00%
20.00%
10.00%
0.00%
Q3 2022
Q4 2022
Q1 2023
Q2 2023
Q3 2023
Q4 2023
Q1 2024
Q2 2024
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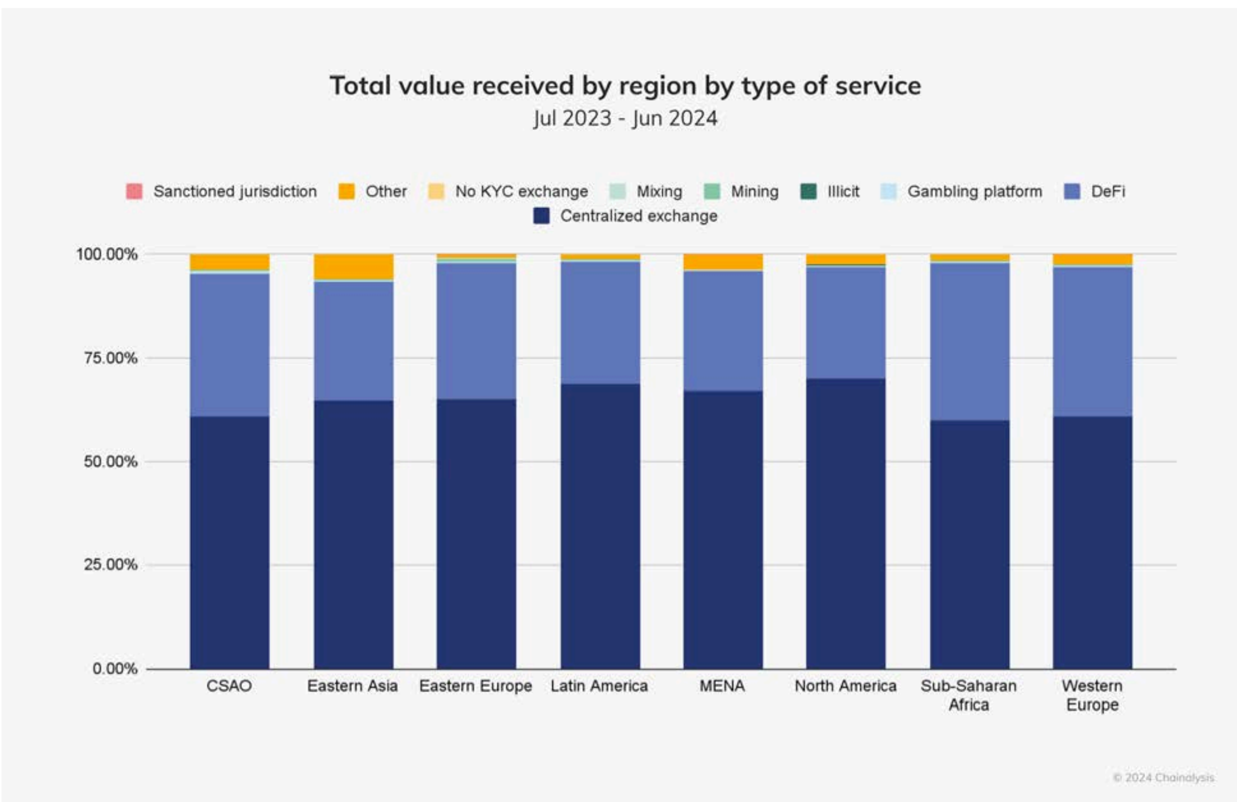
Total value received by region by type of service
Jul 2023 - Jun 2024
Sanctioned jurisdiction
Other
No KYC exchange
Mixing
Mining
Illicit
Gambling platform
DeFi
Centralized exchange
100.00%
75.00%
50.00%
25.00%
0.00%
CSAO
Eastern Asia
Eastern Europe
Latin America
MENA
North America
Sub-Saharan Africa
Western Europe
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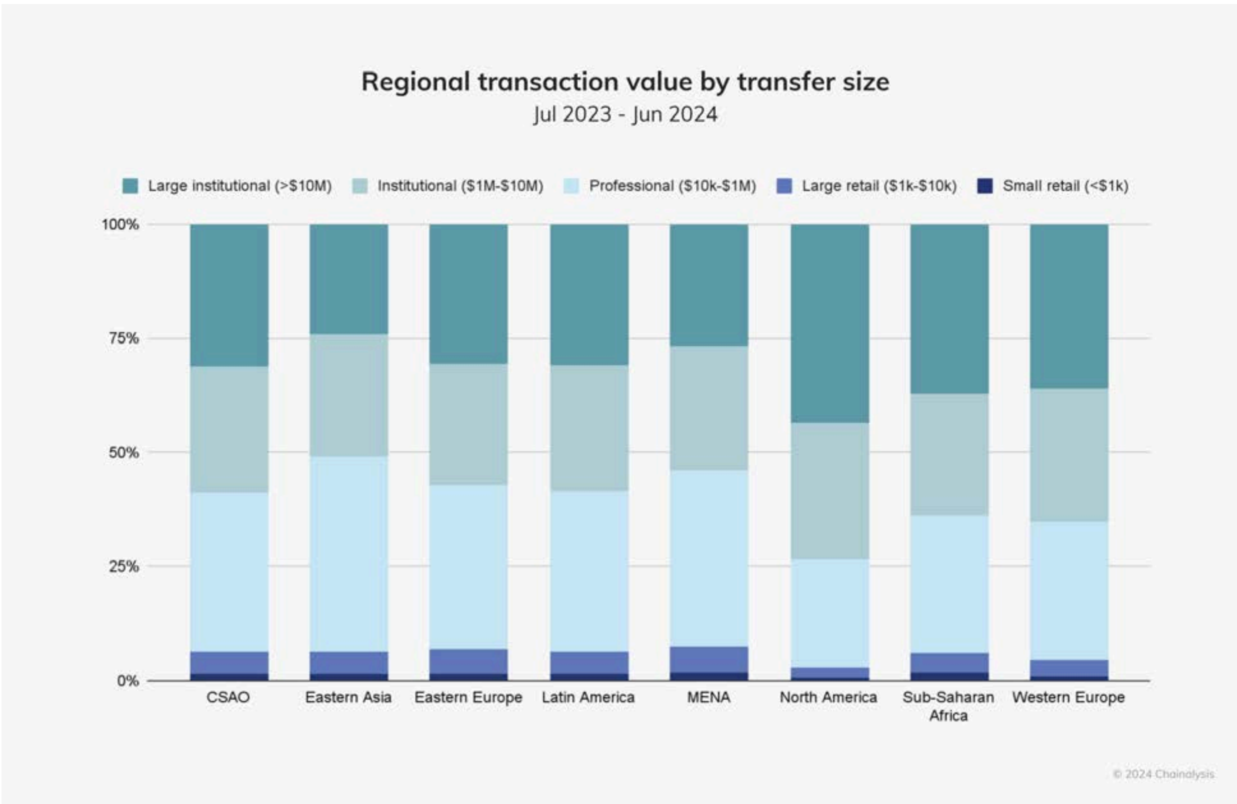
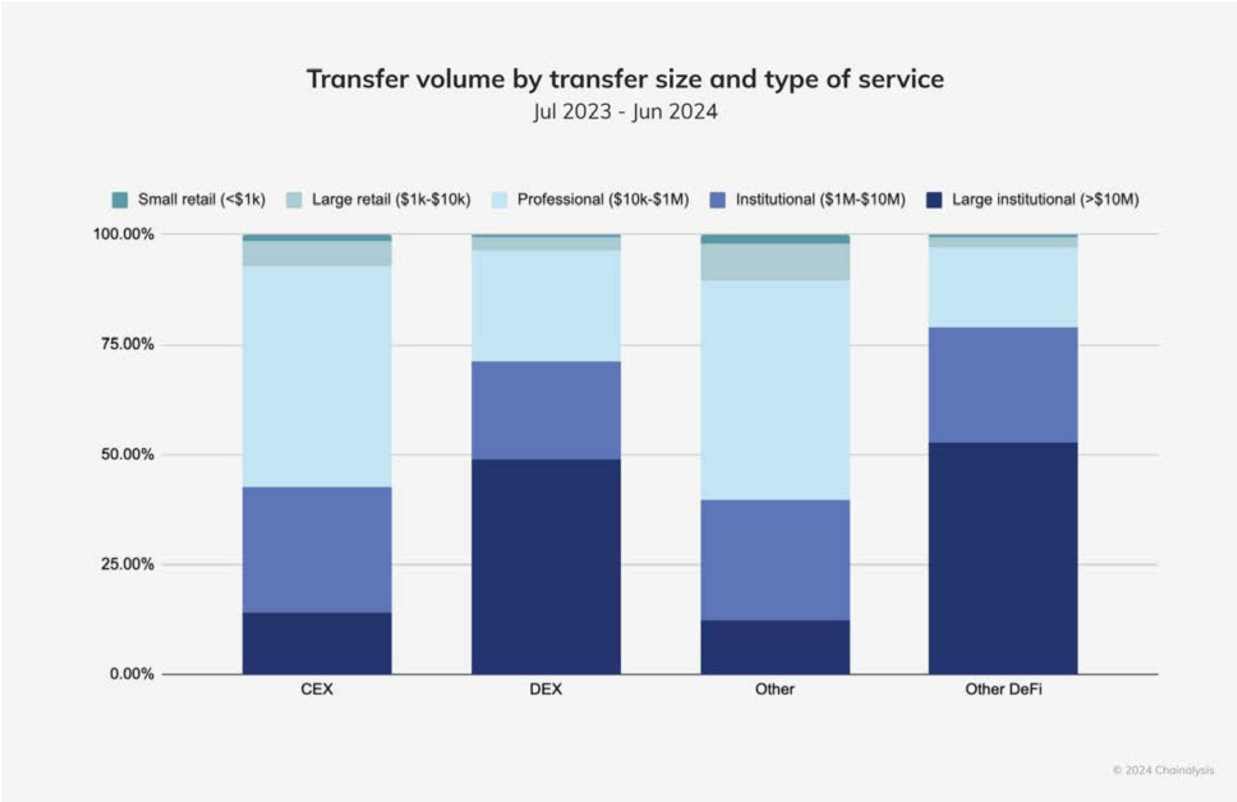
Similar to all other regions in this report, centralized exchanges are the most popular service category in Eastern Asia, accounting for 64.7% of cryptocurrency value received.

Most of this activity was driven by large transfers suggestive of institutions and professional investors. Notably, Eastern Asia accounts for the largest share of professional-sized transfers compared to any other region studied in this report.



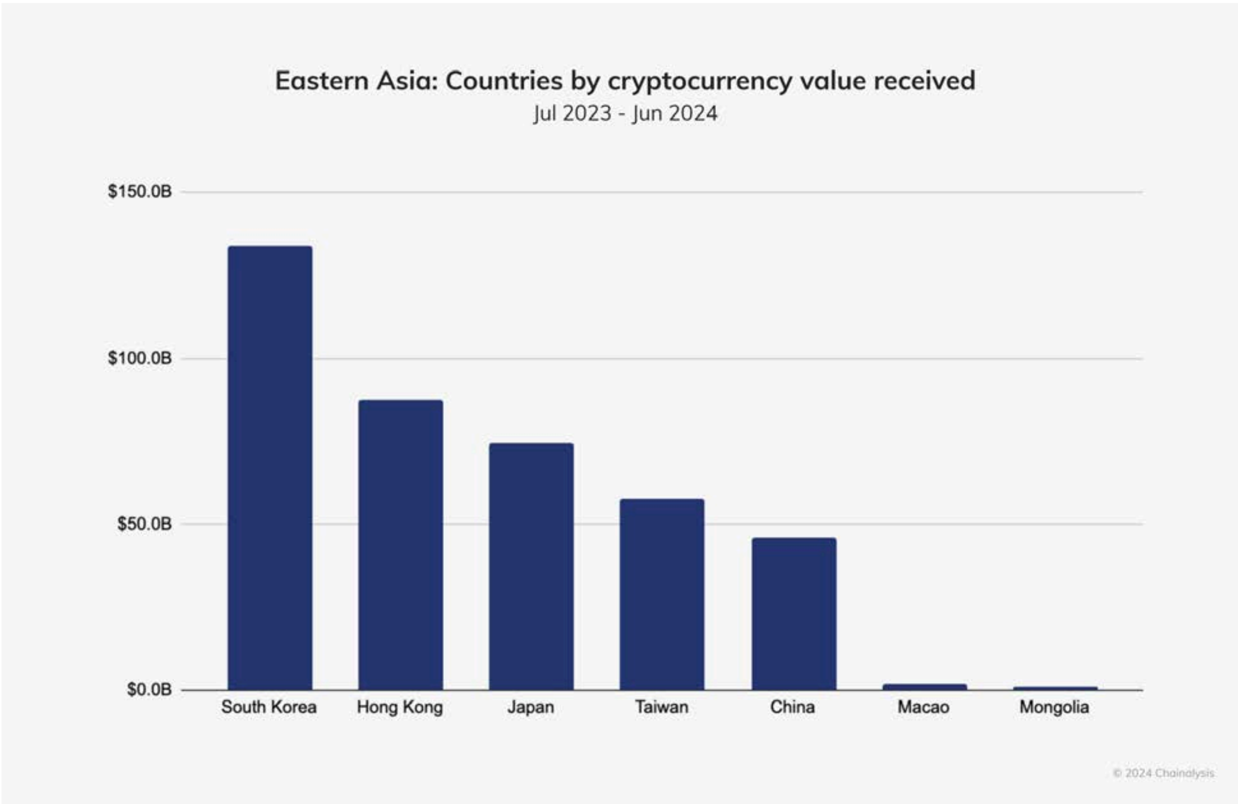
There is a stark contrast between the services used by professional investors and those used by institutional investors. As we see below, professional investors primarily used centralized exchanges (CEXes), whereas institutional investors used decentralized exchanges (DEXes) and other decentralized services (DeFi). We speculate that institutional investors often seek investment strategies that capitalize on market inefficiencies; DEXes typically offer more arbitrage opportunities than CEXes due to their diverse asset coverage.



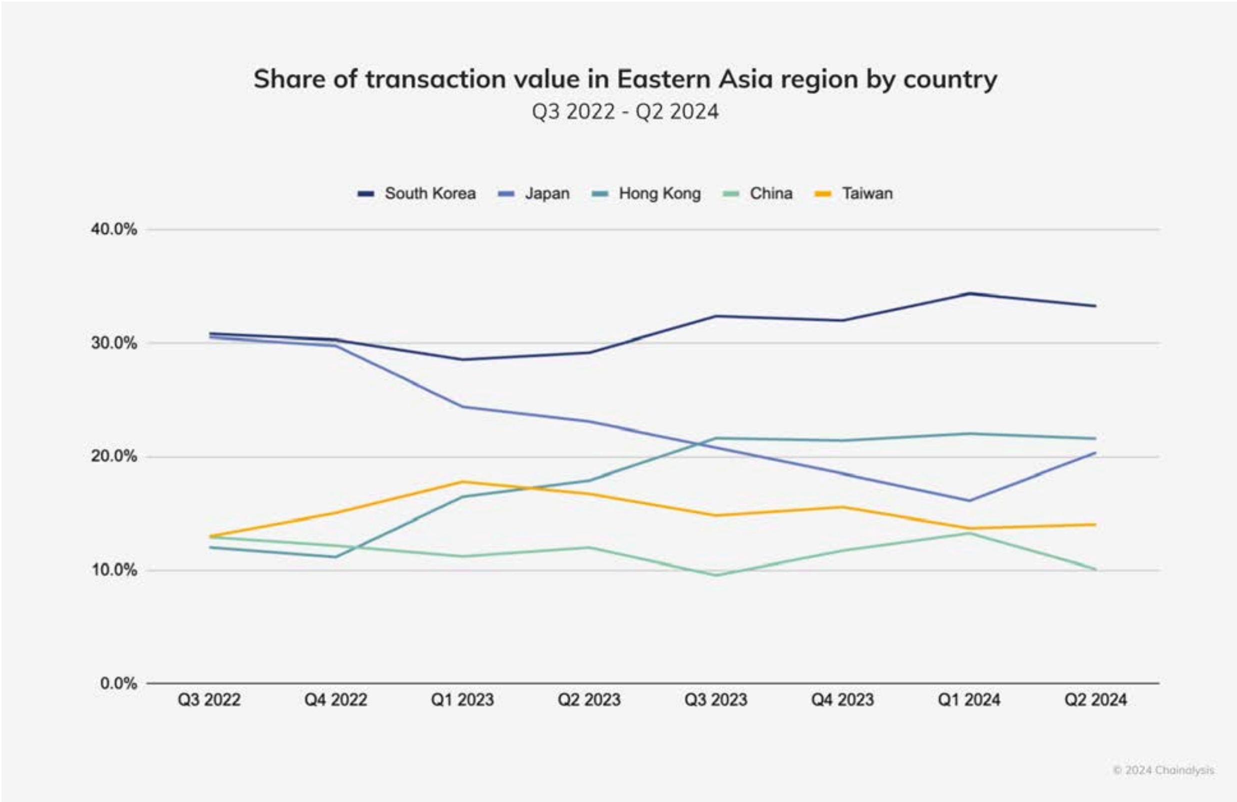
Eastern Asia includes five of the 50 highest grassroot adopters of cryptocurrency around the world: South Korea (19), China (20), Japan (23), Hong Kong (29), and Taiwan (40). Below, we'll explore in detail what is driving crypto adoption in these countries.

South Korea remains Eastern Asia's largest market

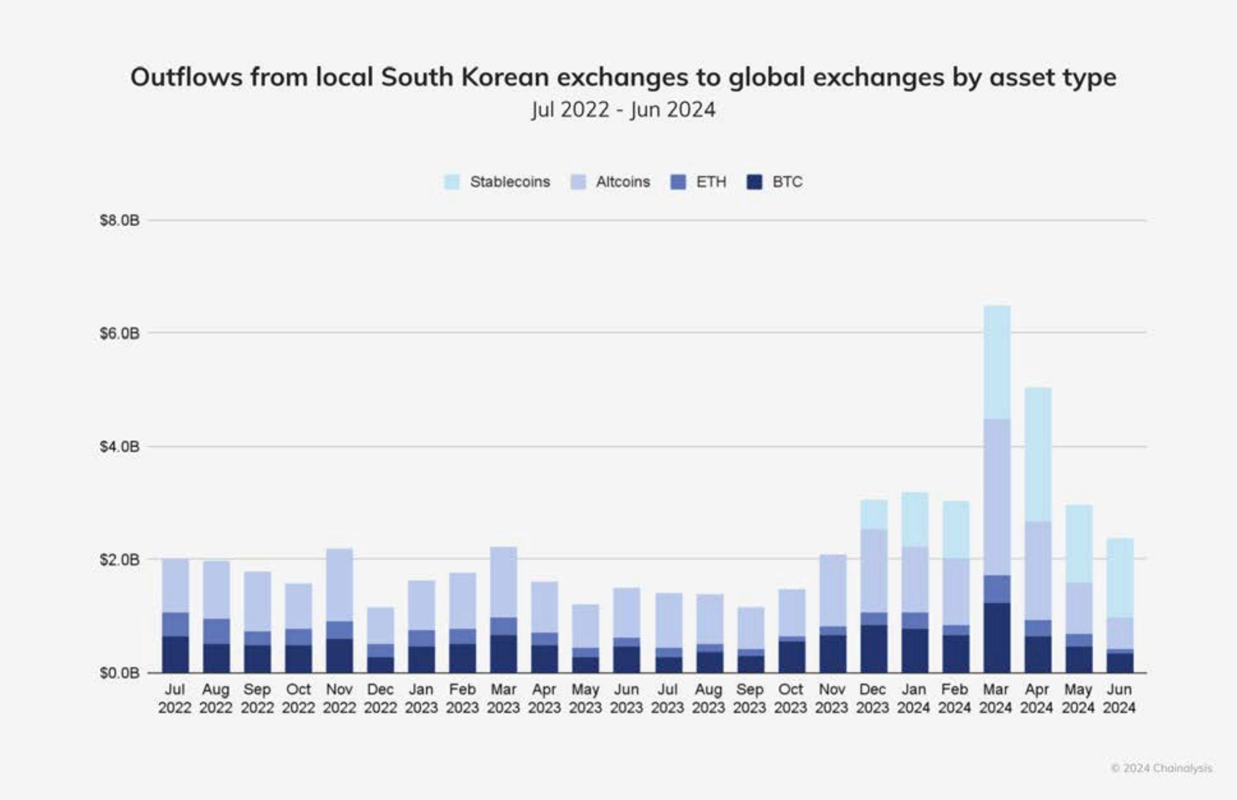
South Korea leads the Eastern Asia region in terms of cryptocurrency value received, at approximately $130 billion during the time period studied.



Since the first quarter of 2023, South Korea's share of transaction value in Eastern Asia has also been steadily increasing. We spoke to a leader at a top South Korean crypto exchange who speculates that several factors have contributed to this growth: "Mistrust in traditional financial systems has led investors to seek out cryptocurrencies as alternative assets. The public's perception of crypto as a viable investment option has been further solidified by adoption of blockchain by major corporations like Samsung and large enterprises in the region that are working to enhance operational transparency and efficiency."



A leader at another South Korea-based exchange provided us with more insights into these trends: “As a top IT nation, the Republic of Korea provides easy access to digital asset trading through mobile apps and PCs. The general population’s interest in crypto has grown, especially after Bitcoin surpassed $70,000 in January 2024.” This uptick in trading activity is evident in numerous places — more specifically with altcoins and stablecoins. Altcoins, which South Koreans mainly use to trade with the Korean Won (KRW), have accounted for higher outflows to global exchanges than any other crypto asset. The increase in stablecoin outflows beginning in December 2023 shown in the below chart coincides with the USDT listings on major Korean exchanges, such as Coinone and Bithumb.


Outflows from local South Korean exchanges to global exchanges by asset type
Jul 2022 - Jun 2024
Stablecoins
Altcoins
ETH
BTC
$8.0B
$6.0B
$4.0B
$2.0B
$0.0B
Jul 2022
Aug 2022
Sep 2022
Oct 2022
Nov 2022
Dec 2022
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023
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May 2024
Jun 2024
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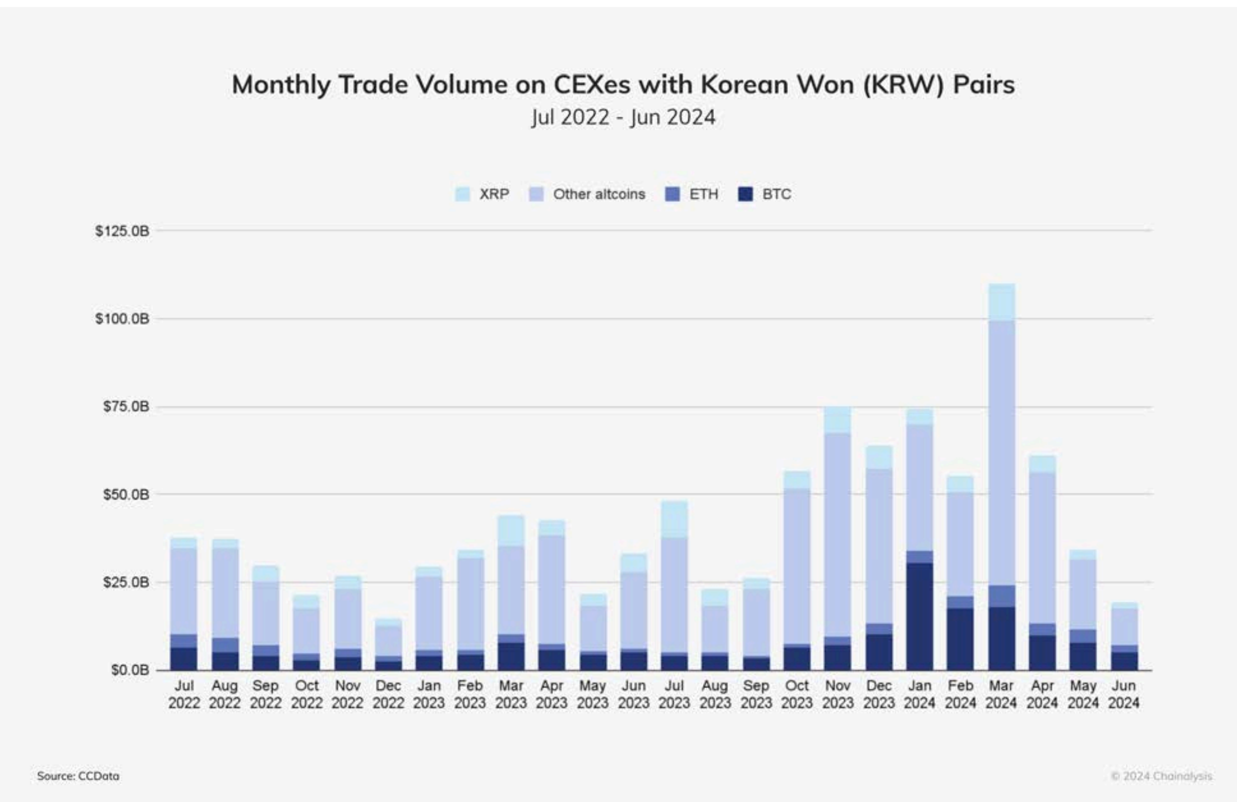
Monthly Trade Volume on CEXes with Korean Won (KRW) Pairs
Jul 2022 - Jun 2024
XRP
Other altcoins
ETH
BTC
$125.0B
$100.0B
$75.0B
$50.0B
$25.0B
$0.0B
Jul 2022
Aug 2022
Sep 2022
Oct 2022
Nov 2022
Dec 2022
Jan 2023
Feb 2023
Mar 2023
Apr 2023
May 2023
Jun 2023
Jul 2023
Aug 2023
Sep 2023
Oct 2023
Nov 2023
Dec 2023
Jan 2024
Feb 2024
Mar 2024
Apr 2024
May 2024
Jun 2024
Source: CCData
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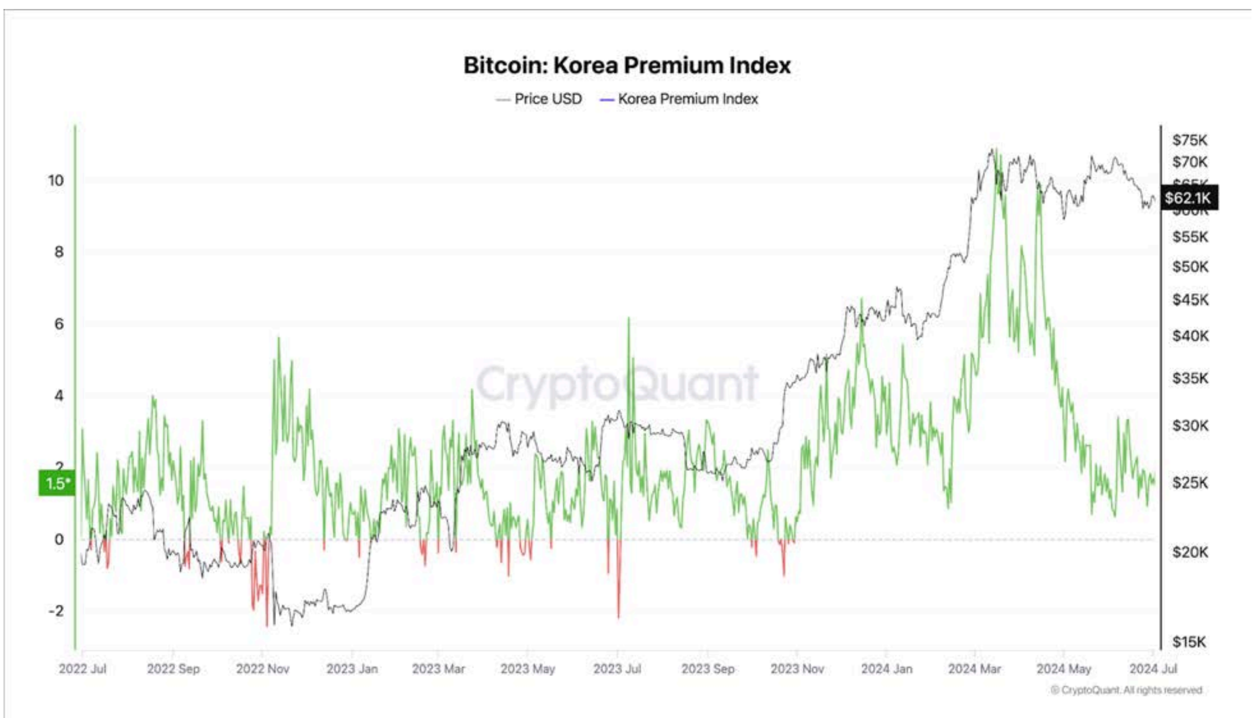
After altcoins, Bitcoin (BTC) is the second most traded cryptocurrency with the Korean Won.

“Ripple has been very popular in Korea since 2017 when it was expected to replace the SWIFT international remittance system,” the leader from the second exchange noted, referring to the international messaging system for international payments and settlements. “We attribute this popularity to Ripple’s very fast transfer speed of about two seconds, and its relatively low price per unit compared to BTC and ETH.”

In terms of actual trading strategies, it appears that South Koreans often use local exchanges to on-ramp and move funds to global exchanges, which provide access to diverse assets, arbitrage opportunities, margin, and off-ramping. The volume of funds transferred from these local exchanges to global exchanges is highly correlated with the Korean Premium index, indicating arbitrage opportunities.

The leader from the first exchange explained, “The kimchi premium refers to the phenomenon where prices of cryptocurrencies in South Korea’s market are higher compared to global markets. This is primarily due to higher demand within South Korea relative to global markets. The Kimchi premium exhibits volatility depending on market conditions and regulatory changes, making it a popular phenomenon among traders.” Notably, the kimchi premium soared in March 2024 when Bitcoin reached a new all-time high.

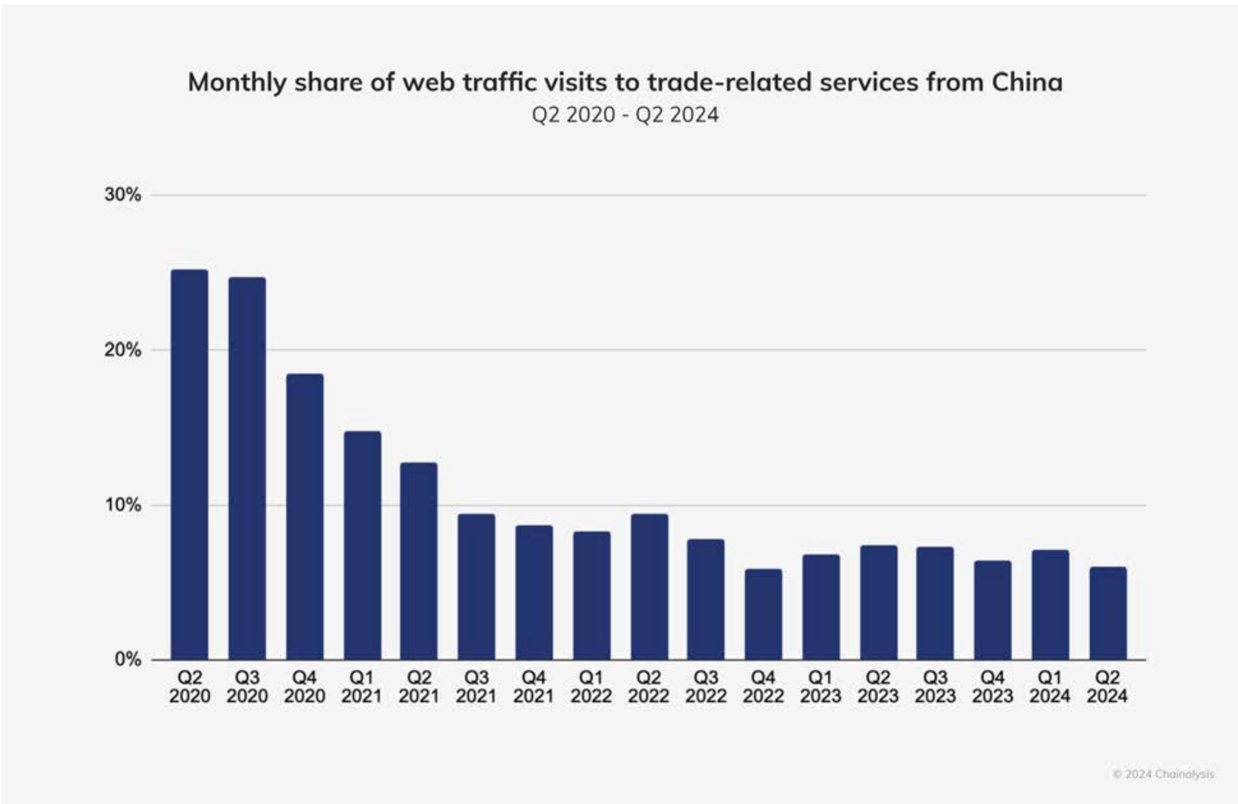


Source: CryptoQuant

The burgeoning interest in altcoins and diverse trading opportunities described above signals a robust future for South Korea as a regional leader in cryptocurrency innovation. As we’ll explore shortly, this interest, as well as supportive regulatory frameworks in other regions, could further accelerate cryptocurrency’s prominence across Eastern Asia.

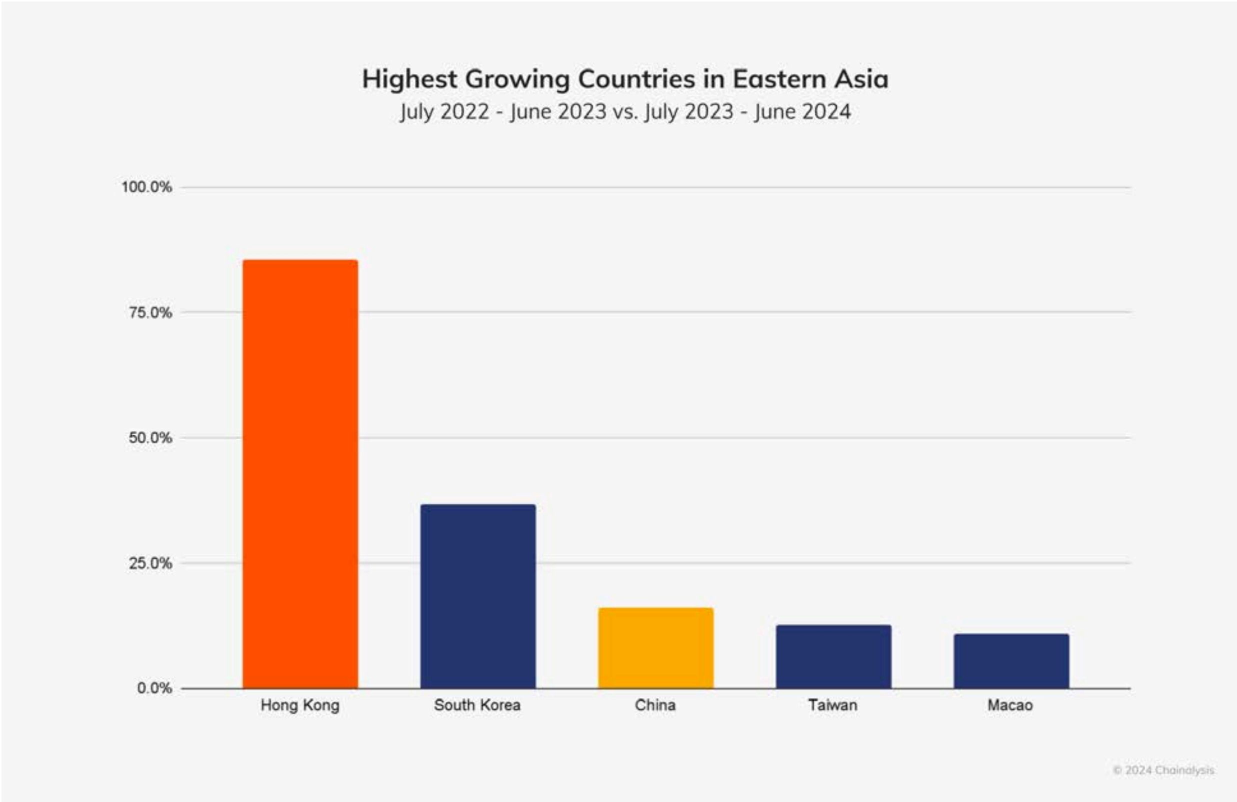
Hong Kong may finally influence China to re-open its doors to crypto

As we've explored in previous years, China has had a tumultuous relationship with crypto, marked by numerous crackdowns and regulatory changes. Despite being an early hub for crypto mining and trading, China's government increasingly imposed stringent restrictions on permissionless crypto activity, citing concerns over financial stability, fraud, and capital flight. These actions led to broad-based restrictions on crypto-related business activities in China in 2021, and have undoubtedly led to a decrease in overall crypto-related web traffic visits to trade-related services coming from China, beginning in mid-2020.



Regardless, Hong Kong has emerged as a crypto hub in the Greater China region, where regulators' openness to crypto and decisiveness in laying down a regulatory framework have furthered institutional adoption. Hong Kong is not an independent country, but rather a Special Administrative Region of China with a distinct legal and regulatory framework. Its unique status allows more flexibility to foster financial innovation, which is why we treat it separately from mainland China in this report.

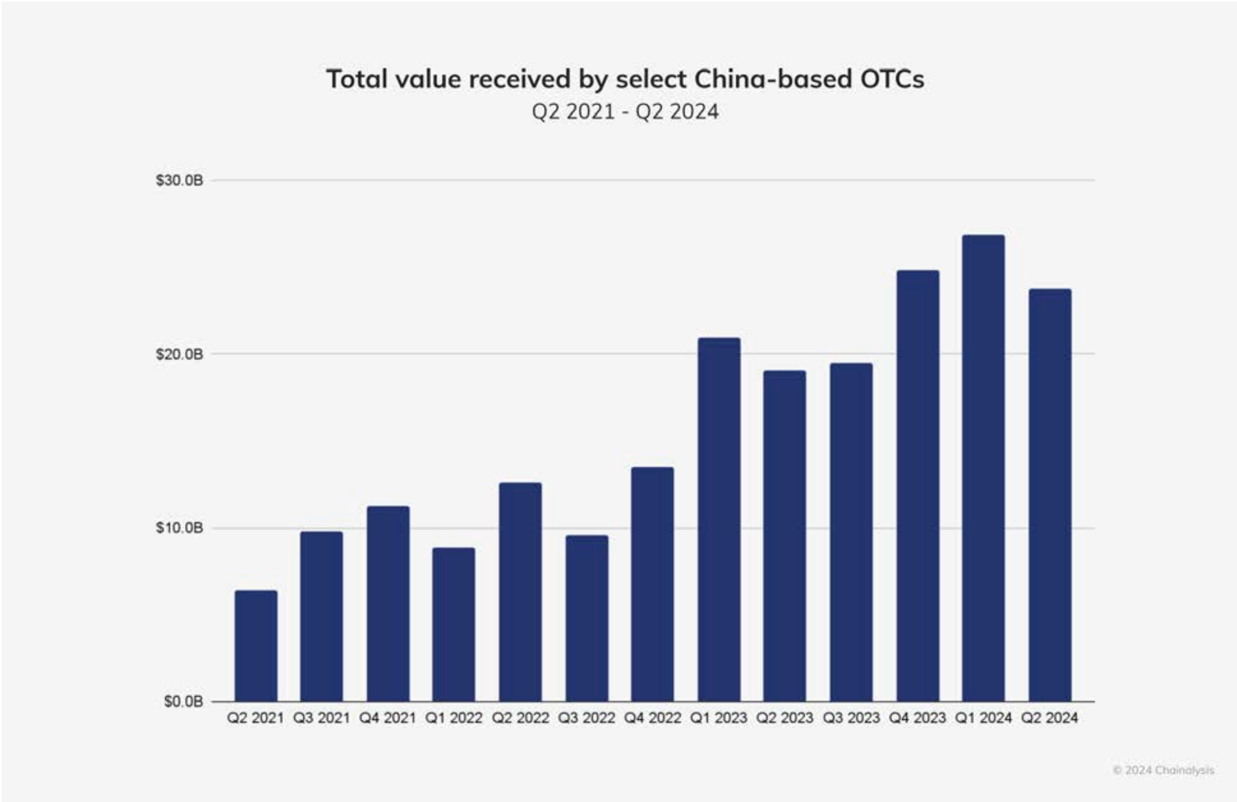
Unsurprisingly, Hong Kong has experienced the largest year-over-year growth in Eastern Asia at 85.6%, and ranks 30th in the world on our global crypto adoption index.



Below, we'll look at some recent trends in mainland China and Hong Kong.

Chinese citizens use crypto to preserve wealth

After the Chinese government shut down access to mainstream crypto exchanges in 2021, users began to look elsewhere, turning to over-the-counter (OTC) platforms and P2P trading networks. If we look at a selection of China-based OTC platforms, we see tremendous growth, particularly since mid-2023. Many of these platforms have capitalized on the enduring interest in crypto among Chinese investors and found innovative ways to facilitate crypto trading, and some have adapted to the regulatory environment.



We spoke to Ben Charoenwong, associate professor of finance at INSEAD's Asia Campus, to learn more about the role of crypto in China's economy. "The general sentiment toward the Chinese economy has been negative, so people are looking for ways to move money out of the country. Around fifteen years ago, people used Swiss banks and smaller-tier banks to do this, both of which have stopped providing these services. So, people put their money into local investments because there was nowhere to go," he told us. "Nowadays, if you want to move money out of China through traditional unofficial means like using mules, fees can be as high as 25 to 30 percent. The increasing use of OTC crypto in China suggests that people are looking for faster options to move money."

Charoenwong also noted that, post-COVID, downward shifts in the property market motivated Chinese citizens — particularly those who are wealthy — to immediately purchase luxury goods and crypto in an attempt to secure their assets. We can see these trends below. As the Chinese real estate market tumbled, more funds flocked into crypto through OTCs, most notably at the end of 2023. We visualized this trend by looking at the price of the China Vanke, which is one of the largest real estate developers in China with a substantial influence on the country's urbanization and housing market.


China Vanke Co. Ltd. A stock open price vs OTC inflows
Jan 2023 - Jun 2024
OTC Inflows
Vanke
Vanke stock open price (CNY)
20
15
10
5
$400,000,000
$300,000,000
$200,000,000
$100,000,000
30-day rolling average of value received by China OTC
Apr 2023
Jul 2023
Oct 2023
Jan 2024
Apr 2024
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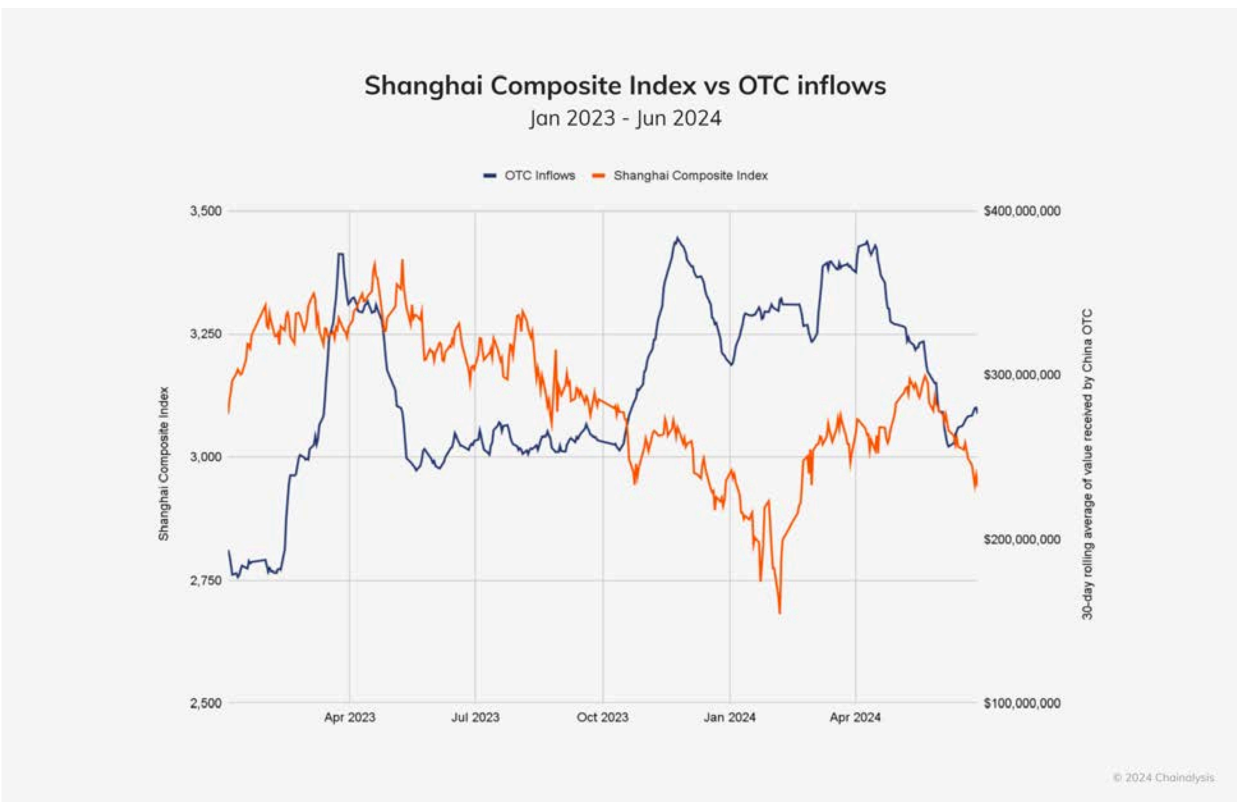
Shanghai Composite Index vs OTC inflows
Jan 2023 - Jun 2024
OTC Inflows
Shanghai Composite Index
Shanghai Composite Index
3,500
3,250
3,000
2,750
2,500
$400,000,000
$300,000,000
$200,000,000
$100,000,000
30-day rolling average of value received by China OTC
Apr 2023
Jul 2023
Oct 2023
Jan 2024
Apr 2024
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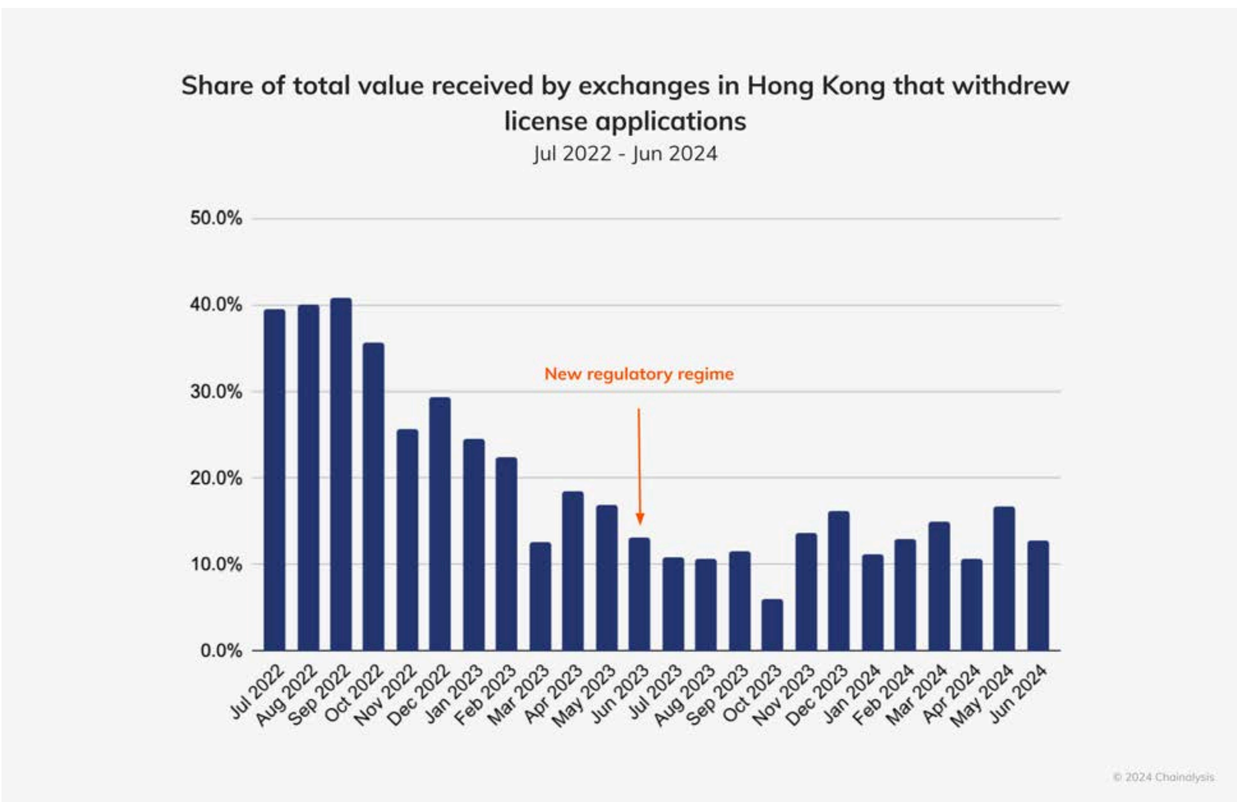
The same pattern holds true when we look at the relationship between inflows to crypto OTCs and a decline in the Shanghai composite index, which measures stocks traded at the Shanghai Stock Exchange.

“Crypto is a way to preserve wealth when things are uncertain and mitigate the effects of authoritarianism in China,” said Charoenwong. “It’s a question of property rights.”

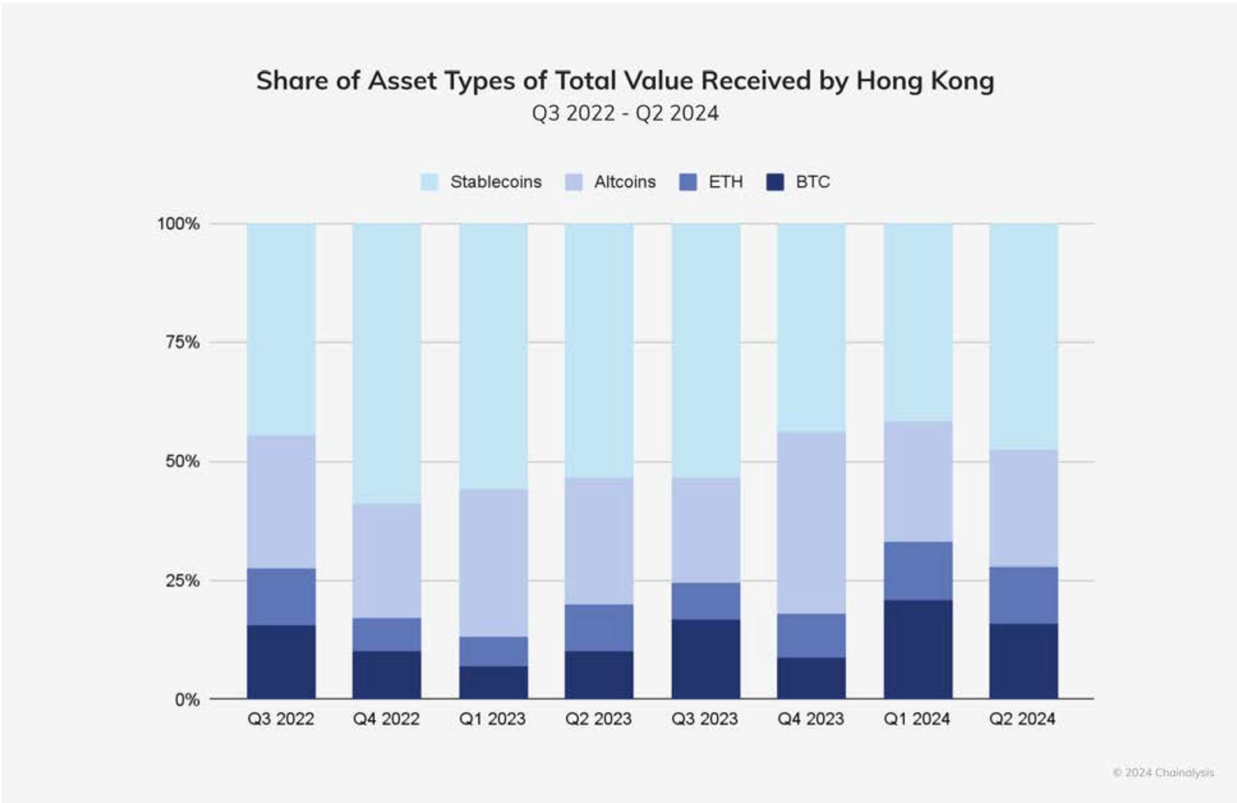
Hong Kong’s supportive regulatory frameworks fuel institutional adoption

In June 2023, Hong Kong’s securities regulator implemented a new regulatory regime for virtual asset trading platforms (VATPs). This regime provides a regulated path for retail investors to access crypto, but also lays out stringent prudential, consumer protection, and AML/CFT standards. Over the past year, regulators in Hong Kong have been working to implement this new regime.

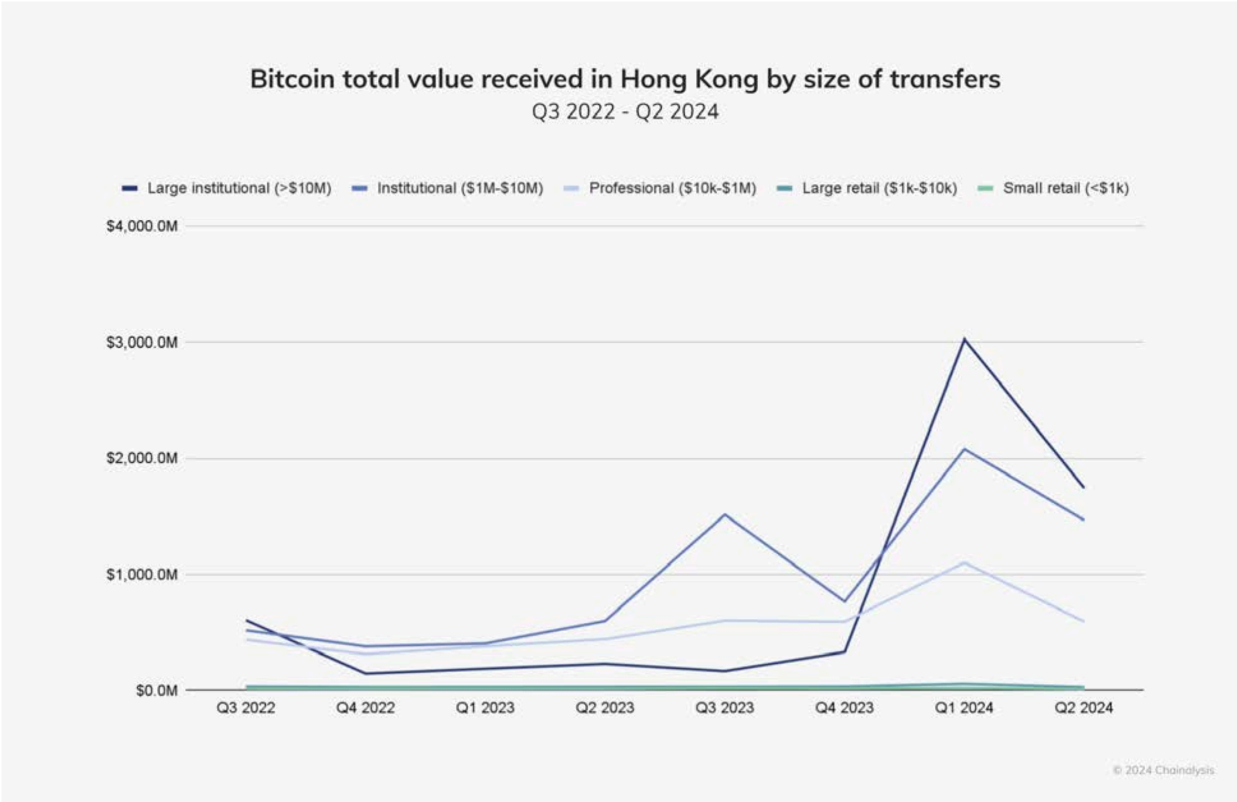
May 31, 2024 marked the end of the transitional period to this new regime, meaning that exchanges could only operate in Hong Kong if they were licensed or “deemed” to be licensed. Several popular exchanges, whose local affiliates withdrew their license applications ahead of May 31, have therefore had to cease providing trading services to Hong Kong residents. Given that their volume had been in the hundreds of millions of dollars since 2022, these developments may spark a shift toward licensed or “deemed” exchanges, or decrease activity as a whole. As we see below, the share of value received by these exchanges has experienced a steady decline with recent activity hovering around 10 to 15%.



Stablecoins accounted for more than 40% of total value received by Hong Kong each quarter; this will likely grow as the Hong Kong Monetary Authority (HKMA)'s regulatory framework comes into force, as regulated stablecoins will be permitted for offering to retail investors in Hong Kong.



On April 30, 2024, Hong Kong's financial regulator, the Securities and Futures Commission (SFC), approved three Bitcoin and three Ether-based spot Bitcoin ETFs to start publicly trading. A month before this launch, we saw a significant increase in institutional Bitcoin transfers, many of which occurred on mainstream exchanges working with institutional-facing businesses.

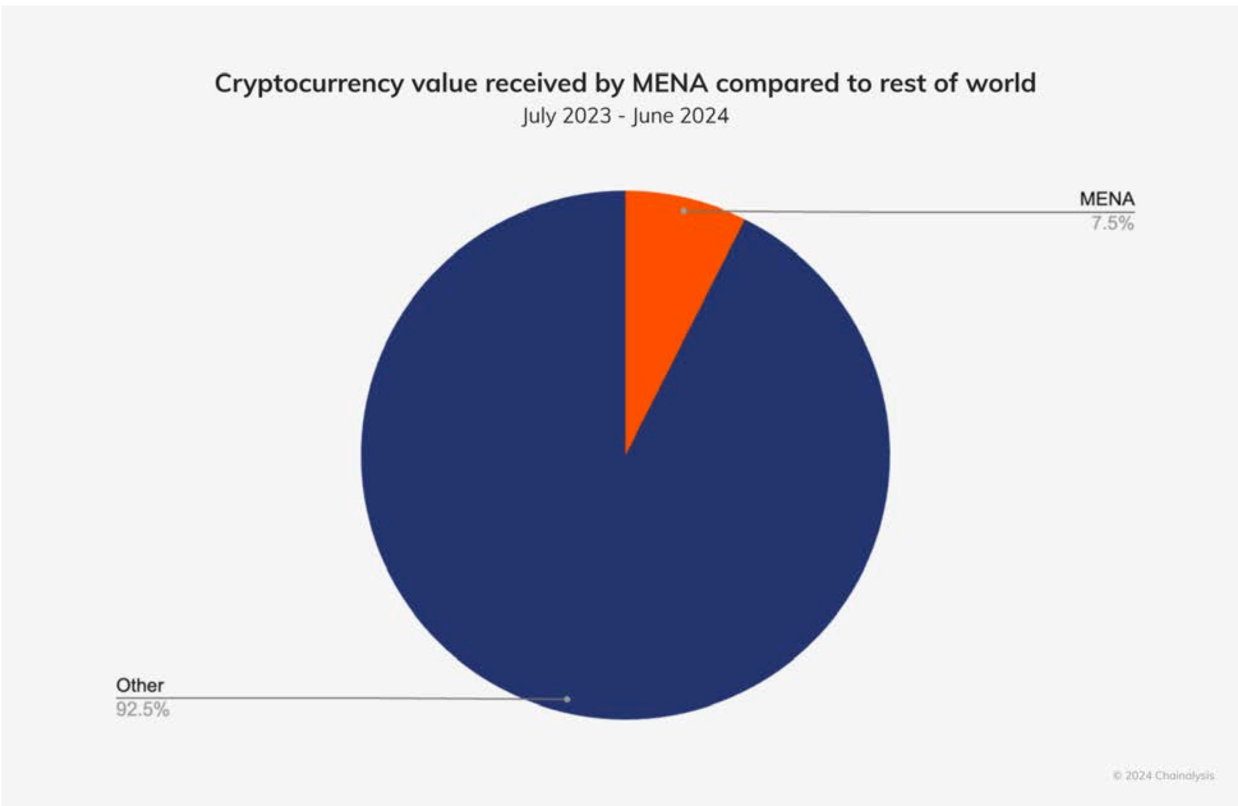


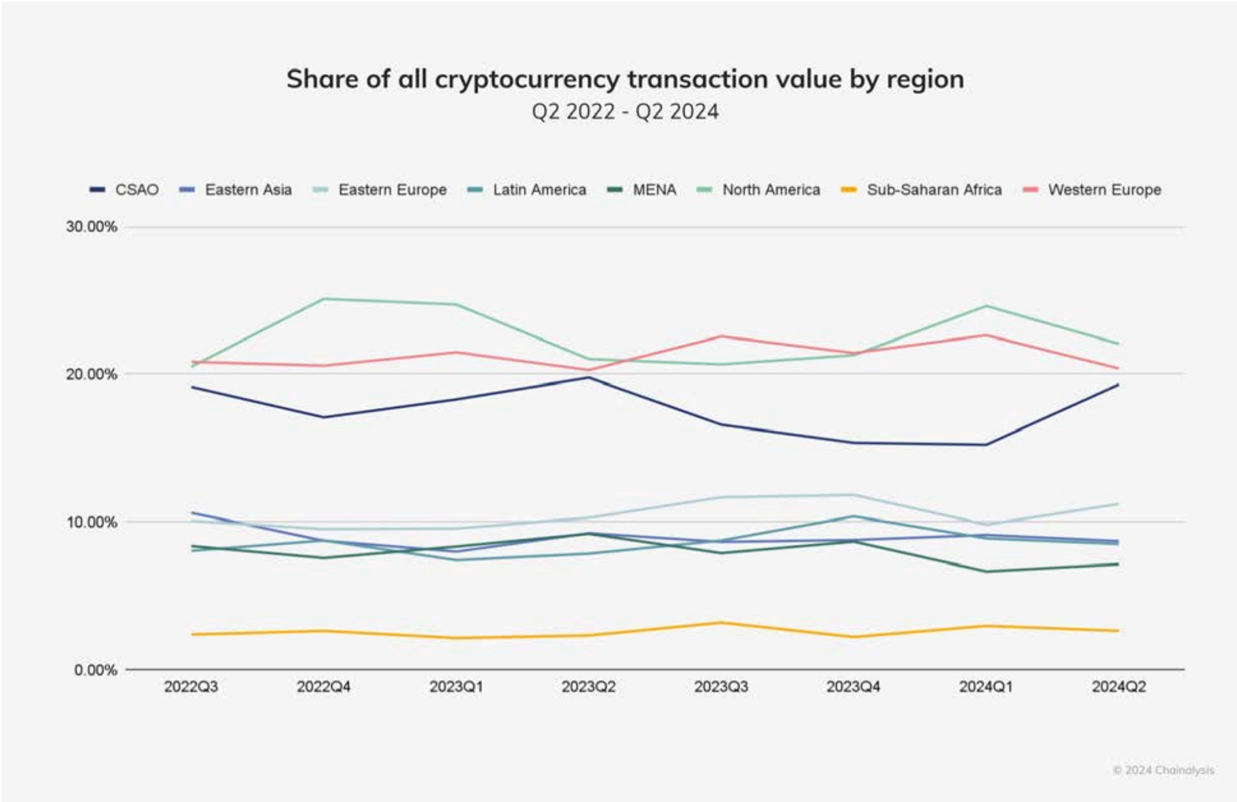
Kevin Cui, Chief Executive Officer of OSL, a leading digital asset trading platform in Hong Kong that offers institutional-grade services for cryptocurrency trading, explained how these ETFs have impacted the market. "As market conditions improve, we are seeing indications of a growing institutional interest that could lead to increased capital inflows in the near future. These ETFs have not only provided a regulated pathway for investment in digital assets, but have also spurred interest in direct holdings in BTC and ETH. This shift is significant, as it marks a transition from traditional financial instruments toward more direct engagement with digital assets, reflecting a broader acceptance and understanding of their potential within the institutional investment community."

Middle East & North Africa

Middle East & North Africa: Regulatory Momentum and DeFi Fuel Adoption

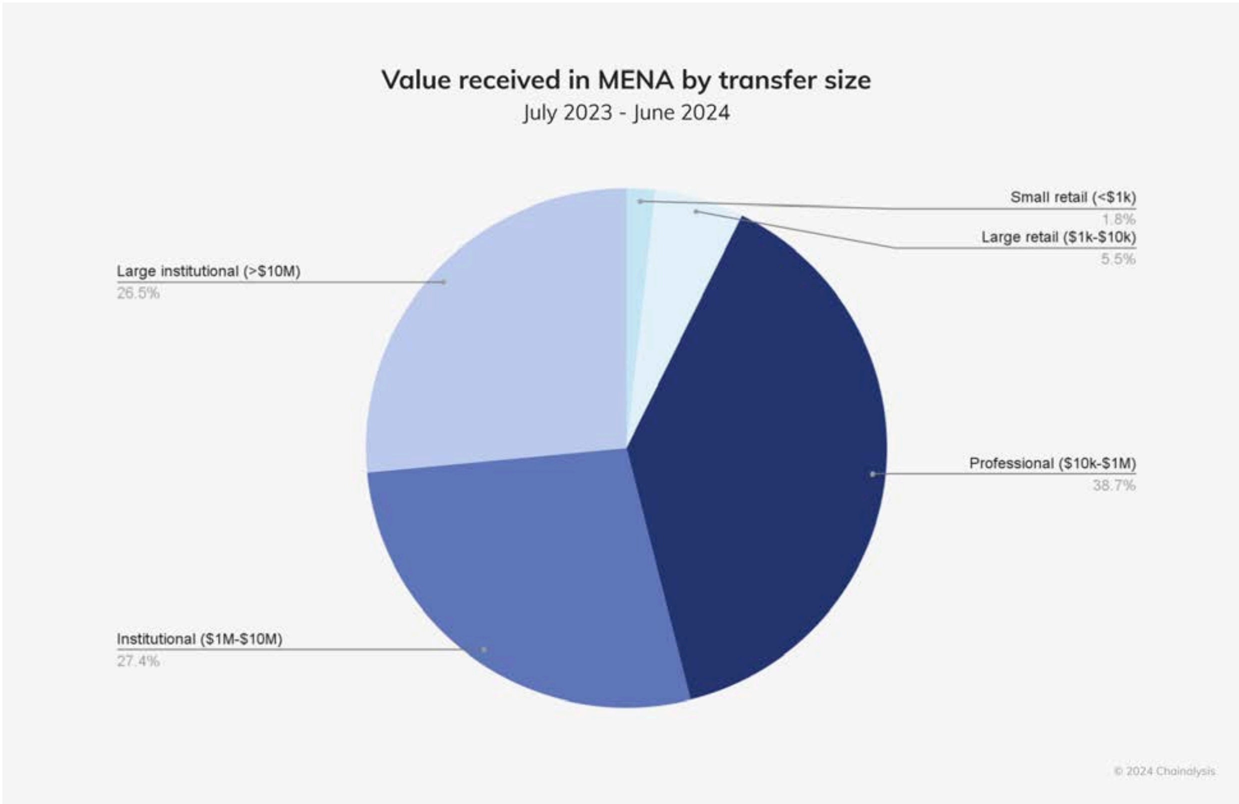
The Middle East & North Africa (MENA) region ranks as the seventh-largest crypto market globally in 2024, with an estimated $338.7 billion in on-chain value received between July 2023 and June 2024, accounting for 7.5% of the world's total transaction volume.



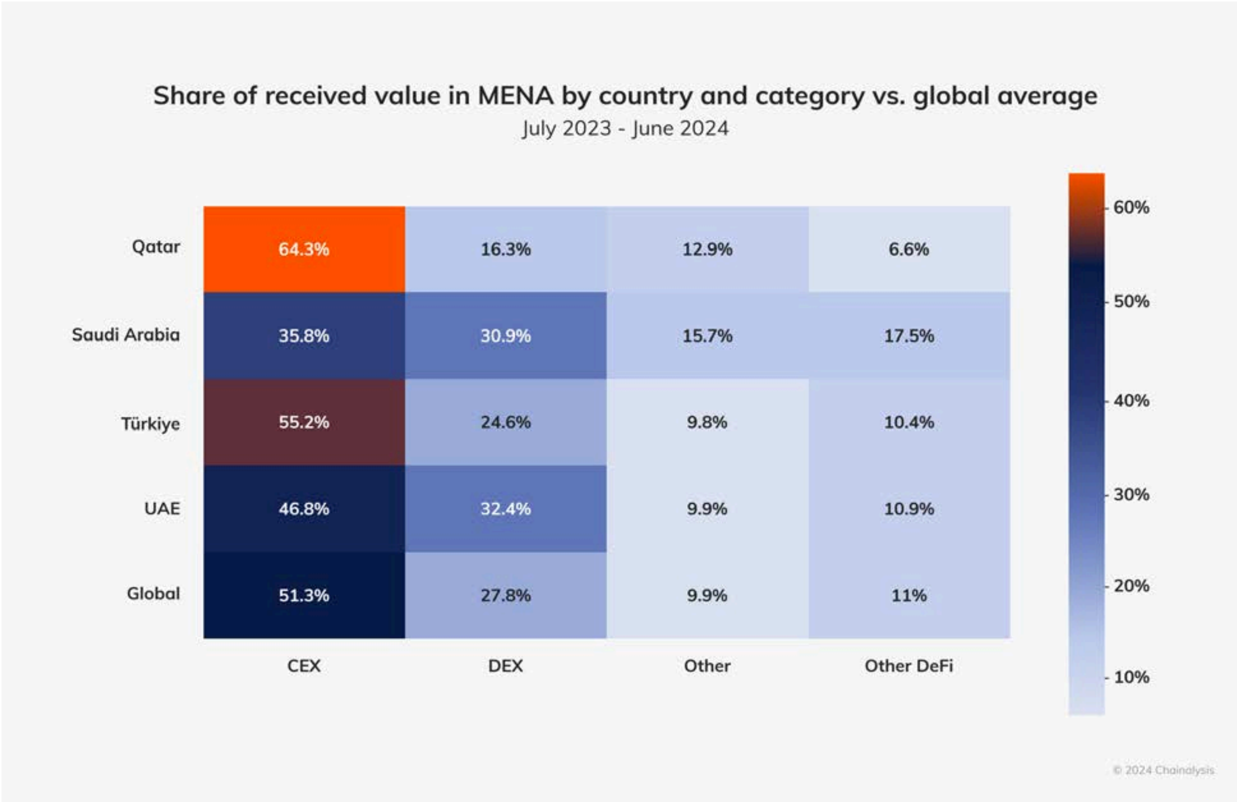


Although the market is smaller compared to other regions, MENA includes two countries ranked in the top 30 of the global crypto adoption index: Türkiye (11th) and Morocco (27th), capturing $137 billion and $12.7 billion of value received, respectively.

The majority of crypto activity in MENA is driven by institutional and professional-level activity, with 93% of value transferred consisting of transactions of $10,000 or above.



Centralized exchanges (CEXs) remain the primary source of crypto inflows across MENA overall, indicating that most users and institutions still prefer traditional crypto platforms, but decentralized platforms and DeFi applications are steadily gaining traction, as seen in the heatmap below.



Notably, Saudi Arabia and the UAE demonstrate high interest in decentralized platforms. The majority of DeFi activity across MENA occurs on DEXs, with Saudi Arabia participating in other DeFi activities at a marginally higher share than the other nations shown. Saudi Arabia, a G20 economy with a population of over 30 million, benefits from a disproportionately young population — around [63% of its citizens are under 30 years old]. This demographic is especially meaningful from an emerging technology perspective, as younger generations tend to be more open to experimenting with new financial technologies. The UAE also shows higher DeFi adoption than the global average, likely attributable to its progressive regulatory stance which has fostered clarity around specific classes of crypto participation. The UAE's proactive and collaborative regulatory approach to crypto and web3 companies has attracted a diverse range of users, and solidified the UAE as a hub for DeFi and broader crypto activity. In contrast, users in Türkiye and Qatar remain heavily reliant on CEXs, with lower DeFi participation compared to global averages.

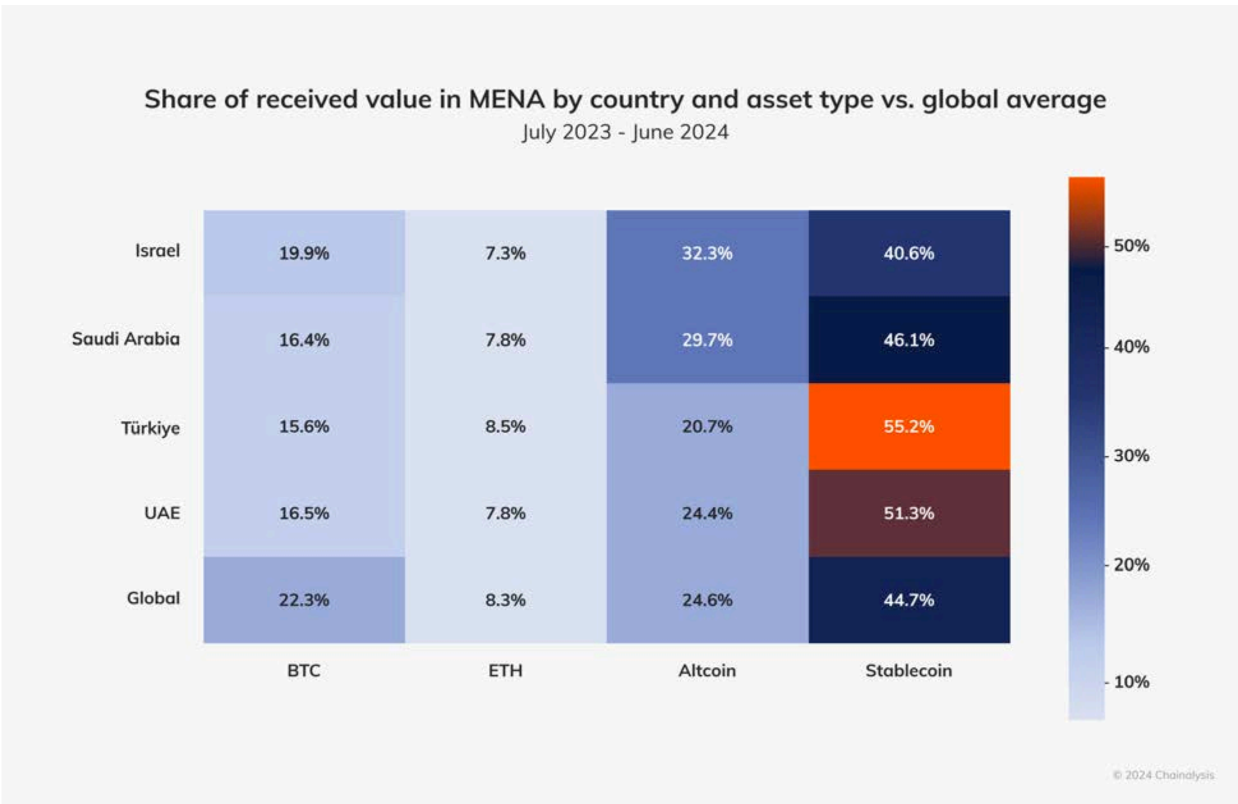
It's important to note that both Saudi Arabia and Qatar do not yet have a comprehensive regulatory framework in place for virtual asset service providers (VASPs) and therefore do not yet have local CEXs, but encouraging new developments in Qatar that allow companies to apply for a license to become token service providers could reshape the landscape in the future.

Beyond fostering innovation, DeFi offers an alternative financial system for the unbanked and underbanked, which is critical for a region where less than 50% of adults, excluding high-income economies, had a bank account as of 2021. While DeFi adoption may not yet be widespread in some of these regions, its ability to provide financial services without intermediaries could drive future financial inclusion, opening up new opportunities for individuals in underserved areas, and empowering them with access to loans, savings, and investment tools previously unavailable.

Regulatory strides made across key markets in the region in 2024 are likely to further shape the distribution of DeFi and CEX platforms, impacting financial inclusion and the broader adoption of decentralized financial systems.

Stablecoins and altcoins making gains across MENA

Across MENA, stablecoins and altcoins are gaining market share over traditionally preferred assets like bitcoin and ether, particularly in Türkiye, Saudi Arabia, and the UAE, which have higher shares of stablecoin volume.



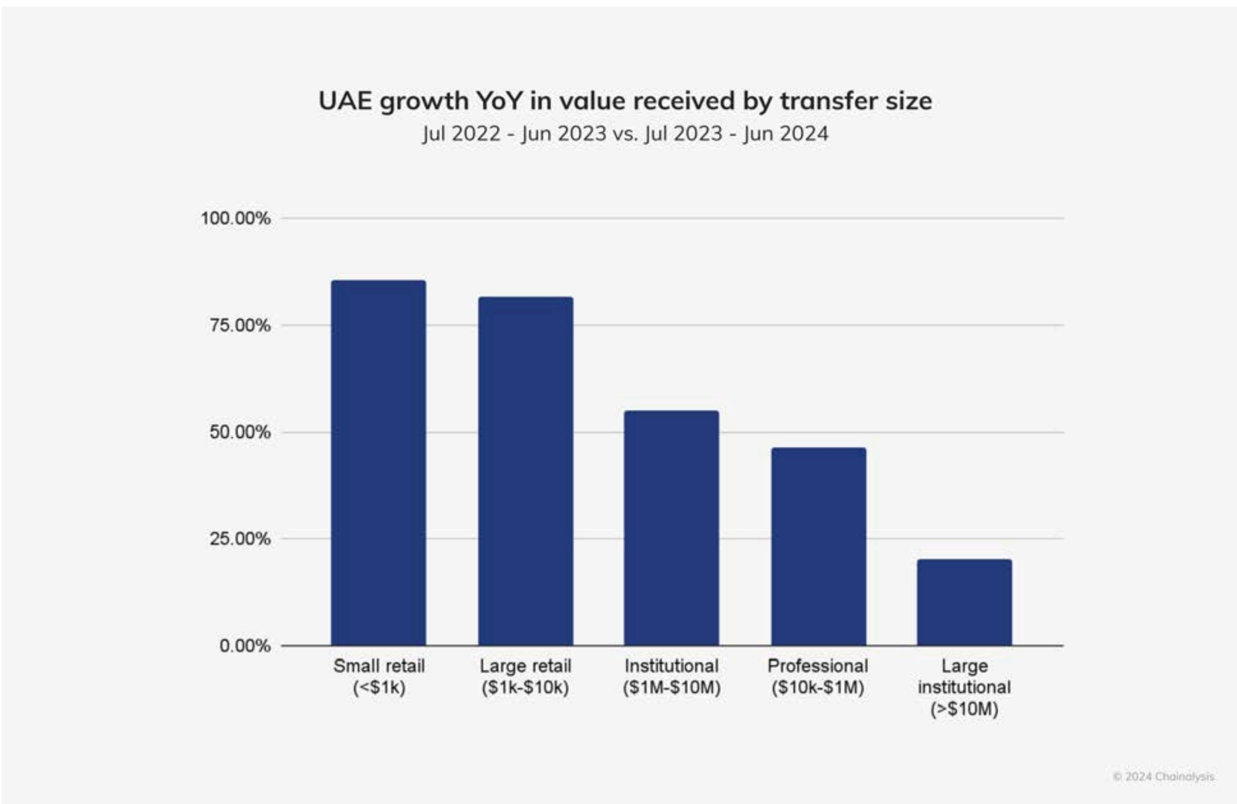
For example, in Türkiye, which has a long history of economic instability and high inflation, retail users' reliance on stablecoins reflects their concerns over volatility and a need for consistent stores of value — which we detail further down. In contrast, in the UAE, where the local currency (the Emirati dirham) is pegged to the U.S. dollar, the growing adoption of stablecoins likely reflects their popularity as an on-ramp to broader crypto services and trading.

Ether (ETH) usage across the region is relatively consistent, but falls below the global average, with Türkiye leading in engagement. Meanwhile, Israel and Saudi Arabia demonstrate a strong interest in altcoins, well above the global average, possibly reflecting a higher risk appetite and interest in a wider variety of assets beyond the major cryptocurrencies. Last year, Israel completed a successful government bond tokenization pilot, aligning with broader industry interest surrounding tokenized assets — a sector which McKinsey predicts could reach $4 trillion by 2030.

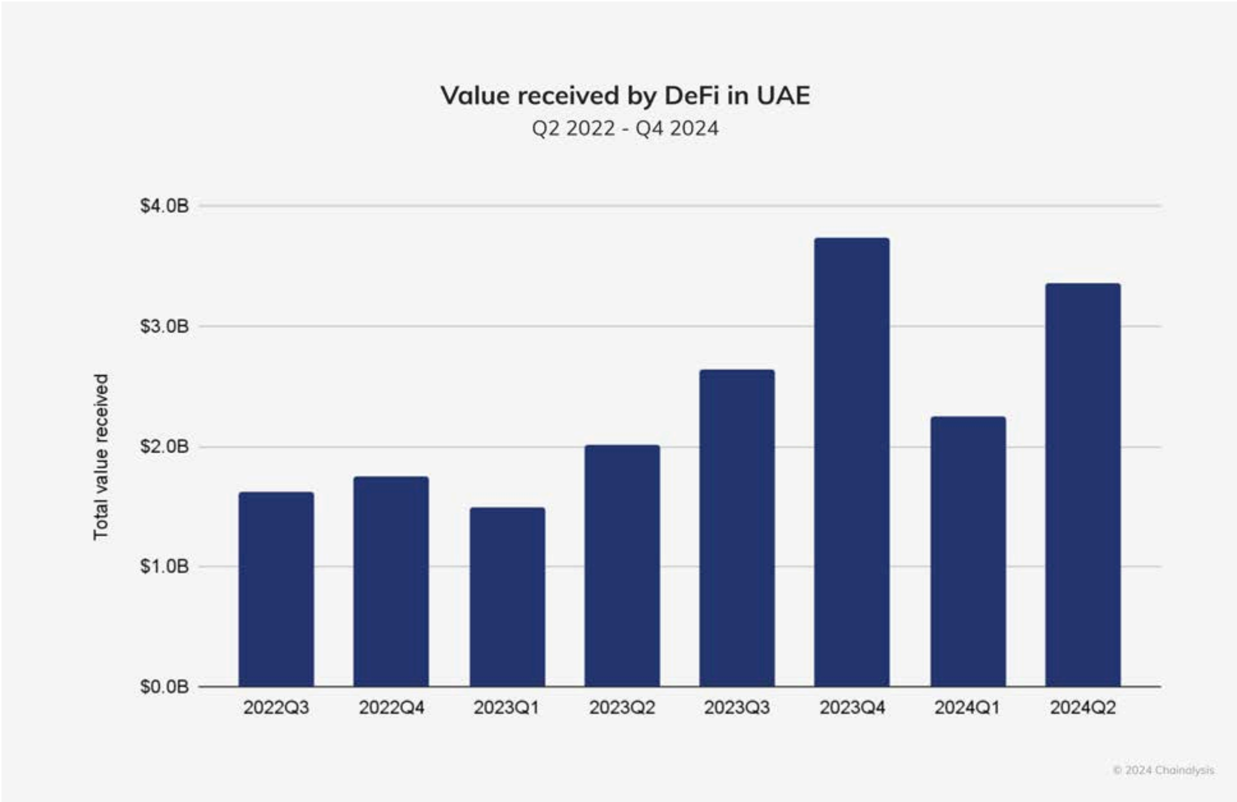
Clear regulation drives a balanced crypto ecosystem in the UAE

The UAE continues to experience rapid growth in the crypto space, driven by a combination of regulatory innovation, institutional interest, and expanding market activity. Between July 2023 and June 2024, the UAE received over $30 billion in crypto, ranking the country among the top 40 globally in this regard and making it MENA's third largest crypto economy.

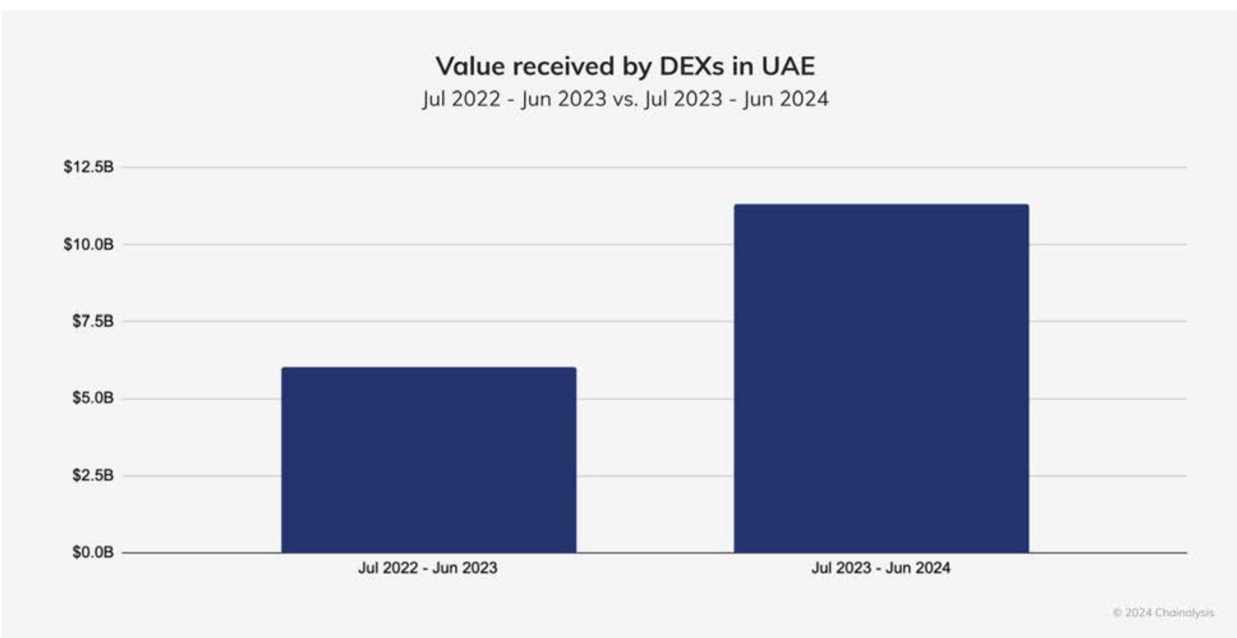
Unlike most countries globally, the UAE's crypto activity is growing across all transaction size brackets, signaling a more balanced and comprehensive adoption landscape.



The country also boasts a diversified crypto ecosystem, with significant activity beyond CEXs, including DeFi.



The total value received by DeFi services, including DEXs, grew by 74% compared to last year, and that received by DEXs alone grew by 87%, from an estimated $6 billion to $11.3 billion.



Crypto investments are also expanding quickly as numerous VC funds and blockchain businesses set up shop in the UAE — including Chainalysis, which debuted its regional headquarters in Dubai this May. Tether, the issuer of the world's most traded cryptocurrency, also recently announced plans to launch a stablecoin pegged to the Dirham.

"Traditional financial institutions such as banks are actively exploring their roles within the crypto ecosystem, showcasing the growth of a crypto-TradFi nexus," noted Arushi Goel, Head of Policy for the Middle East and Africa at Chainalysis. "This engagement is further supported by a robust and evolving regulatory framework."

Indeed, as global crypto markets rebound, governments are working towards crafting regulatory frameworks that balance innovation with necessary safeguards. The UAE is at the forefront this effort, with various regulatory authorities across its Emirates developing tailored approaches. At the federal level, the Securities and Commodities Authority (SCA) regulates virtual assets services, while the Central Bank of the UAE (CBUAE) oversees payment token services. Additionally, the two financial free zones — the Dubai International Financial Centre (DIFC) and Abu Dhabi Global Market (ADGM) — operate independent financial regulatory regimes, each with its own distinct virtual asset asset framework.

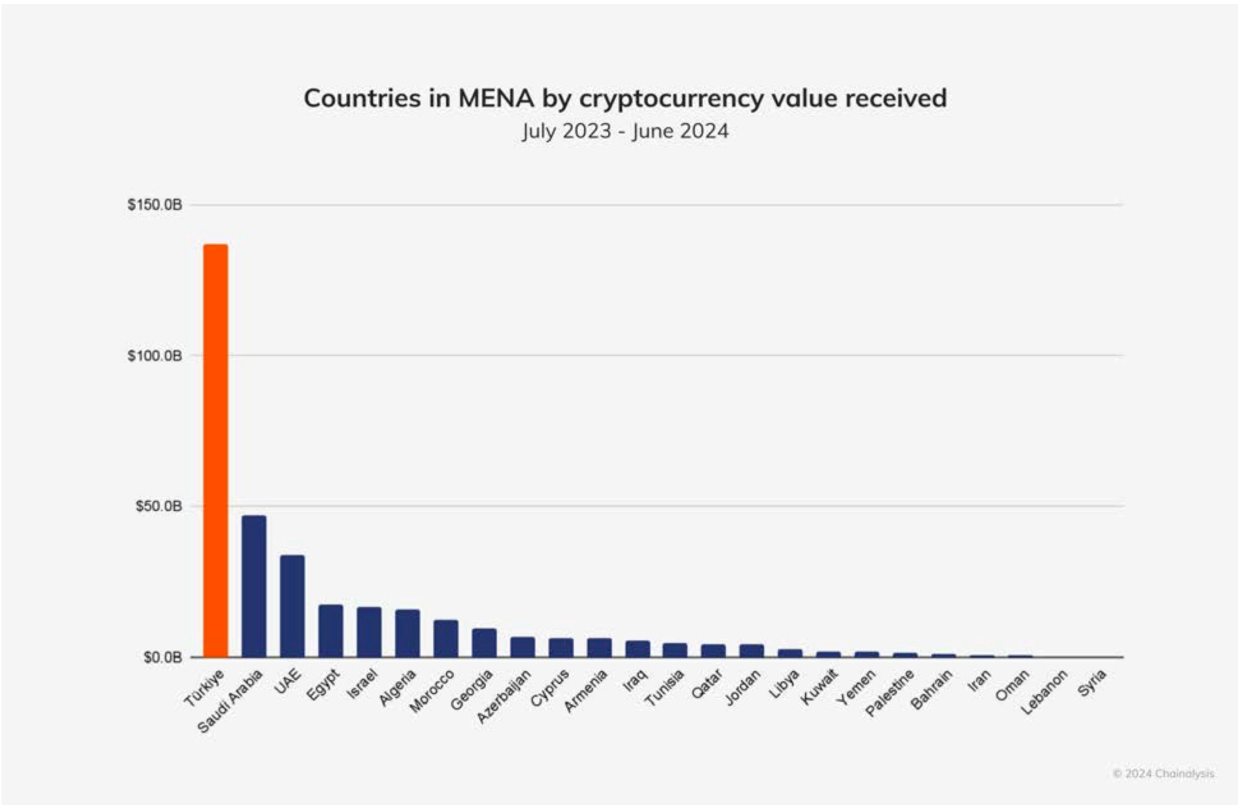
Dubai's Virtual Assets Regulatory Authority (VARA) is also playing a critical role in this regulatory expansion. Established in 2022 as the world's first standalone regulator for virtual assets, VARA is not only shaping the local market, but also attracting global attention.

Deepa Raja Carbon, Managing Director and Vice Chairperson of VARA, spoke with Arushi Goel about the unique position VARA occupies as a regulator two years after its creation. "We've identified over a thousand entities conducting crypto-related activity within Dubai and we're working through a legacy transition. Over the next year, we expect to see these entities licensed," she explained, adding that VARA's approach is one of collaboration rather than blind enforcement. "Both the industry and regulators come to the table with that perspective — to learn together and evolve," she said, stressing the importance of balancing market protection with innovation.

VARA's influence extends well beyond Dubai, as its regulatory framework sets a precedent for other jurisdictions. The UAE is actively positioning itself as a world leader in emerging technologies, making substantial investments in artificial intelligence (AI) and other advanced technology sectors to solidify its reputation as a global innovation hub. This strategic focus further amplifies its impact on the crypto ecosystem, where VARA's collaborative innovation-focused approach is setting the tone. "It's a fascinating time to be involved as a regulator," added Carbon. "You're able to witness game-changing ideas, while also providing the framework for them to be tested and brought to market more quickly than in a traditional sandbox."

In Türkiye, stablecoins and high consumer engagement propel market maturation

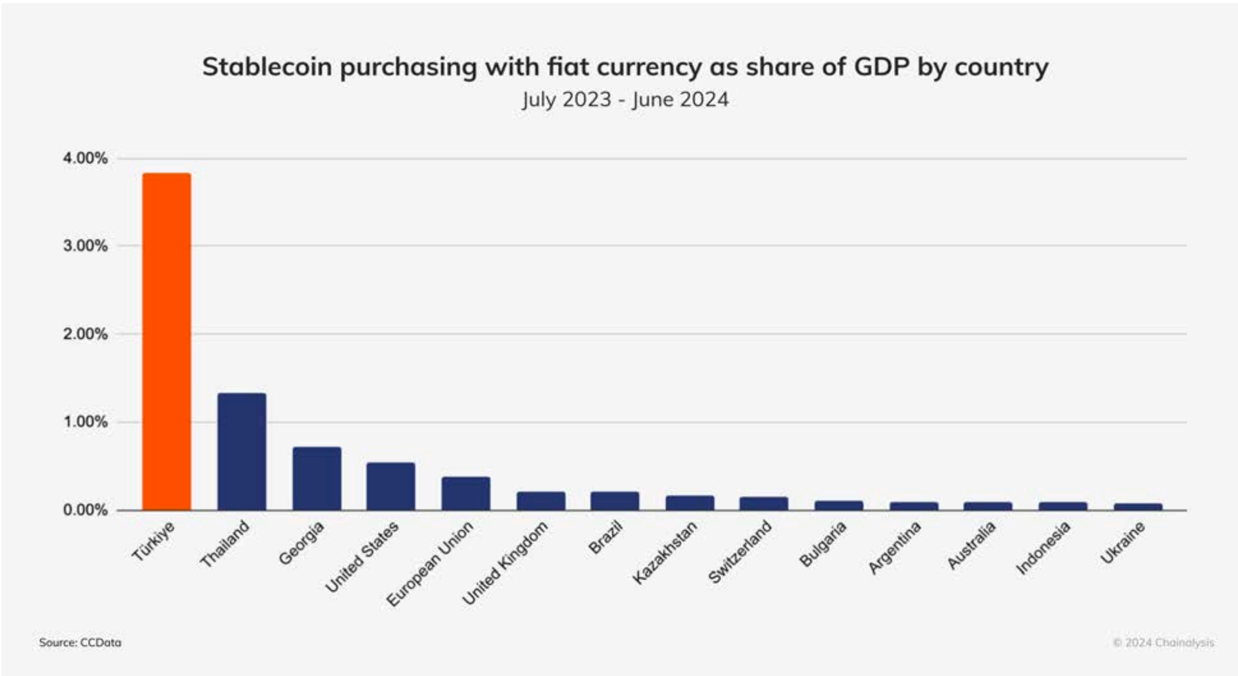
Türkiye ranks as the largest crypto market in MENA and seventh globally, receiving $136.8 billion in value between July 2023 and June 2024.



This robust activity is fueled by an ecosystem defined by a strong presence of local CEXs and increasing expansion by global platforms, with 76 CASPs having declared their intent to comply with the regulatory regime, as of the date of this publication.

Additionally, as we covered in last year's report, Türkiye's high inflation rate, which has hovered near or above 50% for the past year, has driven much of the country's crypto adoption. Amidst this high inflation, citizens have turned to cryptocurrencies — particularly stablecoins and altcoins — to hedge against currency devaluation and seek higher returns.

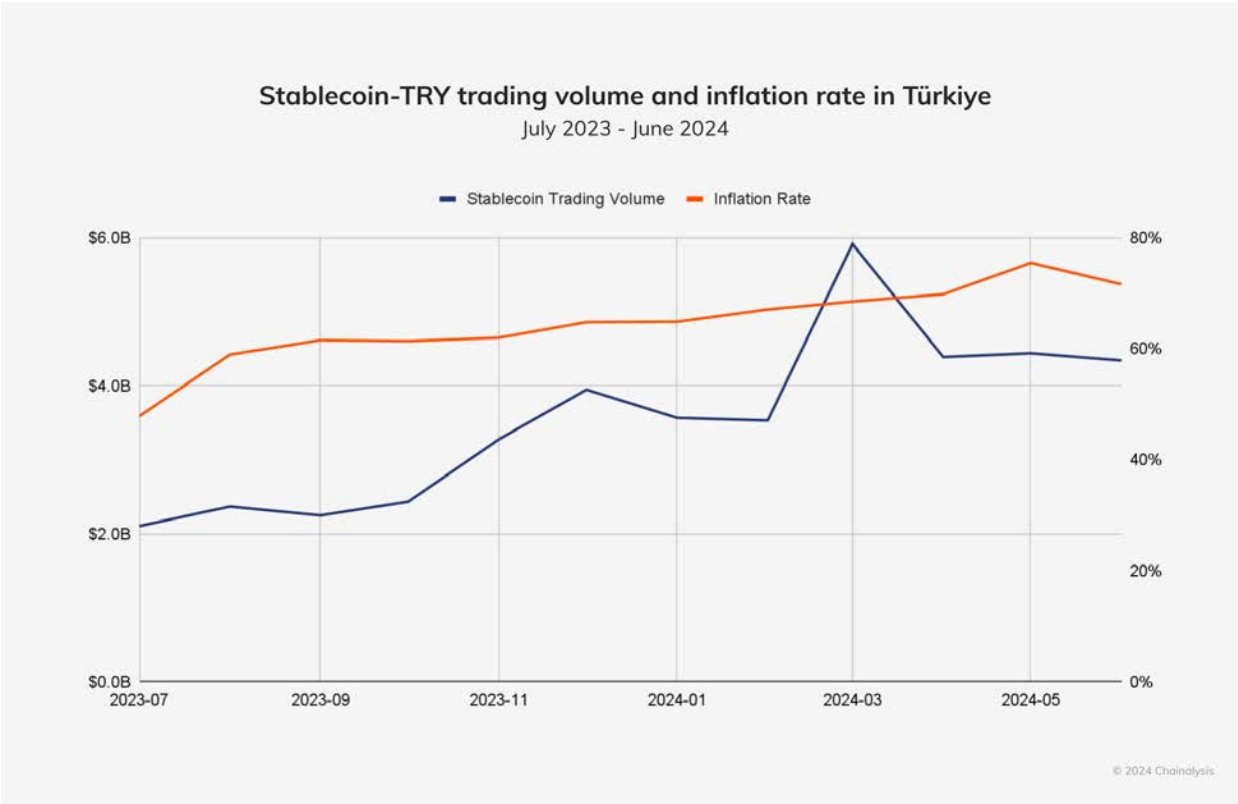
Crypto trading volume on order books can provide valuable insight on the popularity of a given asset. Türkiye is number one in the world, by a large margin, in stablecoin trading volume as a percentage of GDP.



It's important to note this measure is not saying that nearly 4% of Turkish GDP is stablecoins, but that stablecoin trading volumes on CEXs are equal to 4% of GDP in dollar equivalent terms, meaning crypto trading volumes could one day exceed a country's measure of GDP.

Stablecoins consistently represent the majority of crypto assets purchased with the Turkish Lira, approaching nearly $6 billion in purchases in March of this year. As we see in the chart below, stablecoin purchases with the Turkish Lira are closely correlated with inflation rates.[1]

[1] The sharp surge in stablecoin purchases in March 2024 was likely driven by broader market activity, particularly the impact of bitcoin recording a new all-time high price. This milestone may have spurred an increase in demand for stablecoins, as traders and investors sought liquidity for crypto transactions.

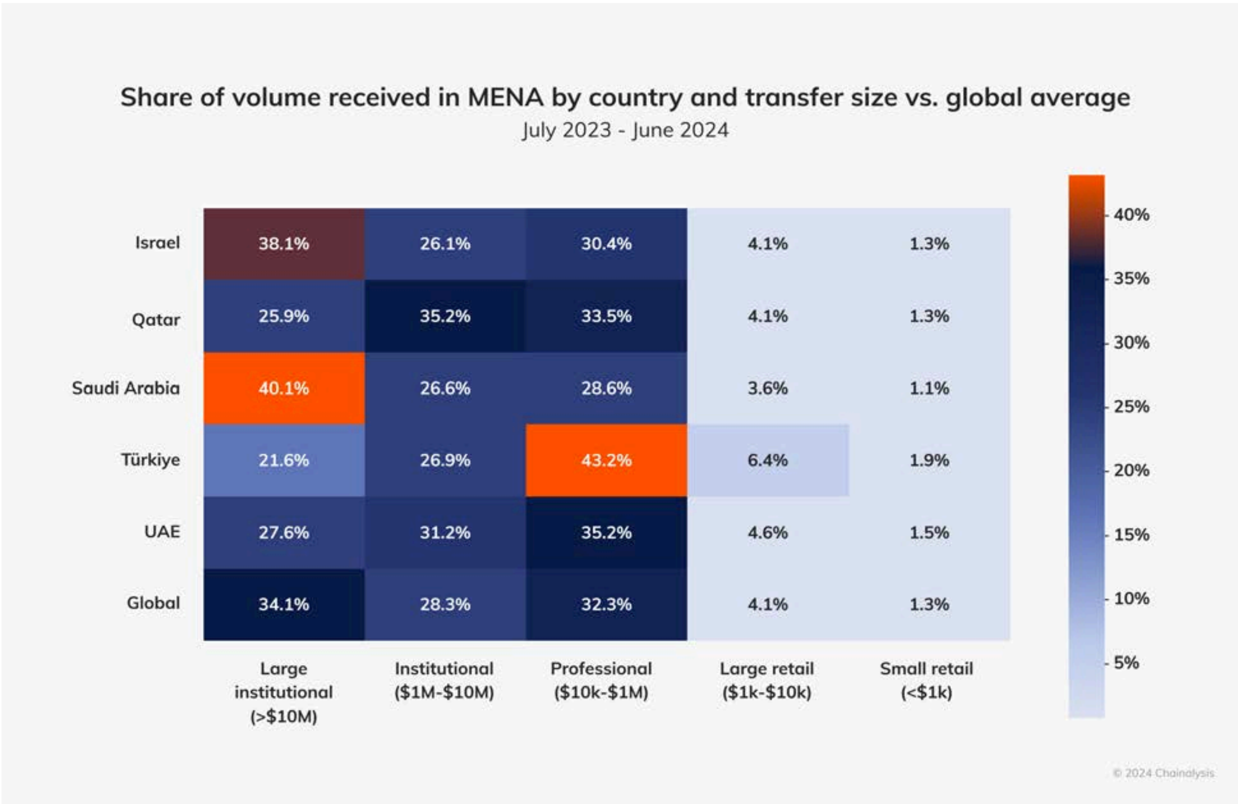


This mirrors a broader trend we have observed over the years in regions with monetary instability, where the demand for non-volatile assets, such as the U.S. dollar and dollar-pegged stablecoins, is high.

To gain further insight into Türkiye's crypto landscape, we spoke with Francisco Maroto, Head of Blockchain at Banco Bilbao Vizcaya Argentaria (BBVA), a Spanish multinational financial services company with a presence in Türkiye. Maroto emphasized that Türkiye's crypto adoption is largely customer-driven, estimating that 40% to 50% of the population is engaged in crypto. This high adoption rate is linked to the need for consumer financial protection amidst ongoing inflation, as well as an inclination toward riskier, high-reward tokens. "Apart from BTC and ETH, we see football team coins and fancy tokens in the top traded volumes," Maroto explained, describing how Turkish users are more likely to invest in more speculative altcoins.

Garanti BBVA's crypto strategy in Türkiye reflects the country's growing demand for cryptocurrency. As regulations take shape, Garanti BBVA has been offering crypto custody services since early 2024 and is launching trading services soon. "We foresee more banks stepping into the market with new regulations," Maroto noted, as Türkiye recently amended its Capital Markets Law to include crypto assets, with the objective of enhancing market integrity and consumer protection for the crypto ecosystem. While crypto markets in Türkiye have historically been dominated by exchanges like Binance and local CEXs such as Paribu, banks like Akbank and Garanti BBVA are now entering the space, aiming to provide regulated services, including custody and trading.

As Garanti BBVA expands its crypto offerings in Türkiye, both retail and institutional clients are driving demand. Retail users often use crypto for investment and as a hedge against inflation, while institutional users, primarily investment funds, are becoming more involved as the market matures. Türkiye stands out for having the highest share of professional-level crypto transactions (43.2%) in the MENA region, indicating a vibrant market for mid-sized transfers and large-scale retail activity.



Garanti BBVA's focus on both retail and institutional customers speaks to the dynamic and rapidly evolving nature of Türkiye's crypto landscape.

With further regulatory developments on the horizon, Türkiye's crypto market is poised for further growth, potentially reshaping the regional and global crypto ecosystem.

Saudi Arabia and Qatar are MENA's fastest growing crypto economies

Like last year, Saudi Arabia remains the fastest-growing crypto economy in the MENA region — growing by 154% year-over-year, with a focus on blockchain innovation, central bank digital currencies (CBDCs), gaming, and fintech innovation more generally.

Several traditional financial (TradFi) powerhouses like Rothschild and Goldman Sachs have recently set up shop in Riyadh, joining Lazard, who has maintained a presence in the country since 2011. As adoption accelerates, TradFi institutions are increasingly courting crypto — Goldman Sachs plans to launch three tokenization projects globally by the year's end. Saudi Arabia's young population and growing interest in crypto is an opportunity to develop talent and innovation in the digital finance space.

Qatar follows closely as the region's second fastest-growing market, growing by 120% year-over-year, along with its regulatory stance evolving. The launch in September of a new digital assets regime by the Qatar Financial Centre (QFC), establishes legal and regulatory foundations for digital assets, asset tokenization and trusted technology infrastructure to develop, paving the way for accelerated fintech innovation, contributing to the country's digital transformation journey.

As countries like Saudi Arabia and Qatar continue to experience rapid growth in adoption, there is an opportunity for regulatory frameworks to develop alongside this dynamic landscape. As consumer demand and market activity increases, regulatory clarity can foster innovation, provide stability for businesses and attract investors.

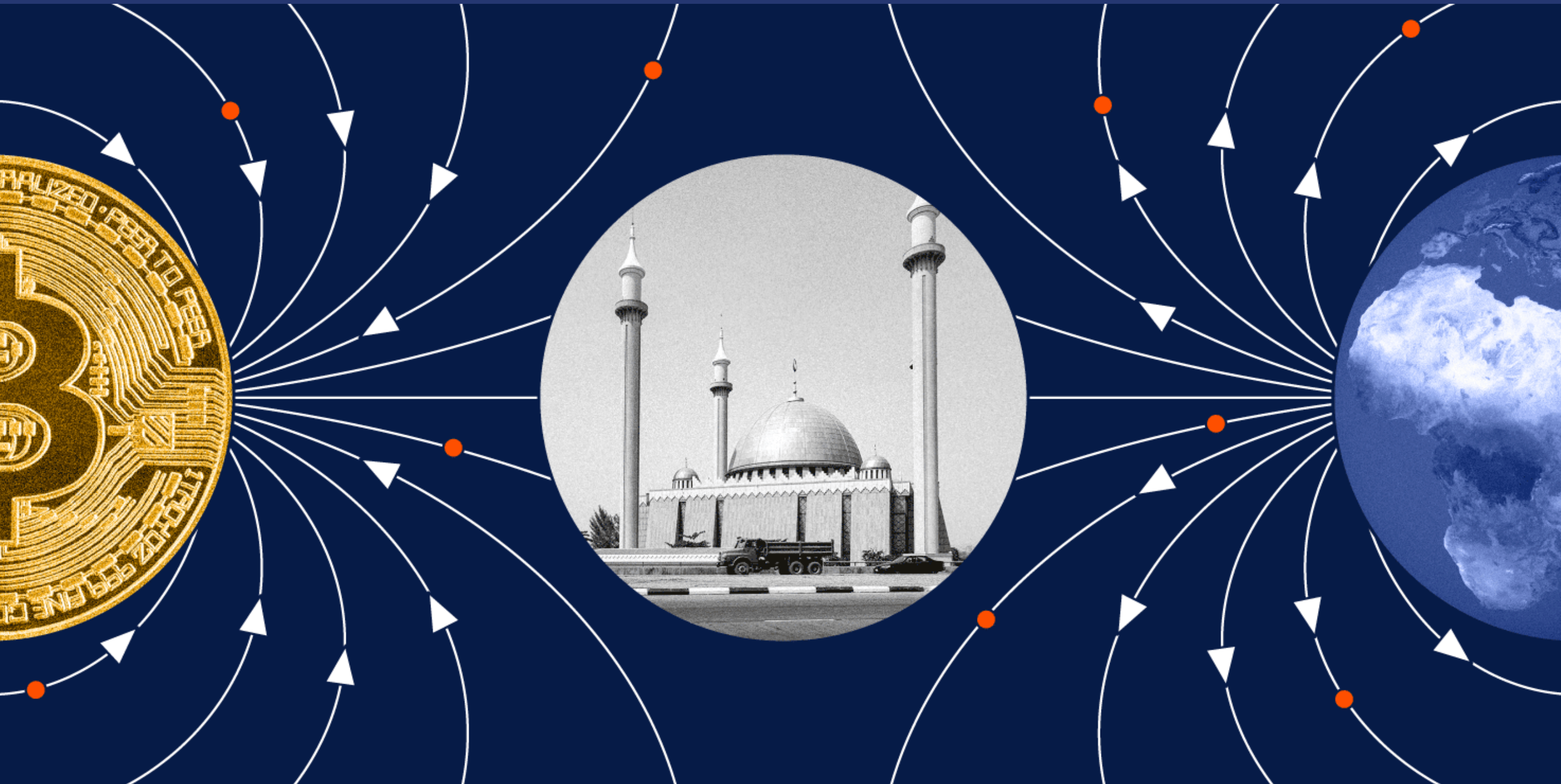
Charting MENA's global impact

MENA is rapidly emerging as a key player in the crypto economy of the world. The region's growth, fueled by institutional and enterprise activity, along with a strong appetite for DeFi and stablecoins, points to a likely expansion of MENA's influence in the crypto space. While CEXs still dominate, the rise of DeFi is also reshaping the landscape with nations like Saudi Arabia and the UAE embracing decentralized platforms. This underscores DeFi's potential to drive financial inclusion across MENA, especially given the substantial underbanked population in the region at large.

Stablecoins and altcoins have also gained traction, especially in countries like Türkiye, where the economic environment has made stable stores of value desirable. Meanwhile, the UAE has positioned itself as a swiftly maturing and balanced crypto ecosystem, thriving under a regulatory framework that encourages innovation and a broad spectrum of local and international market participants.

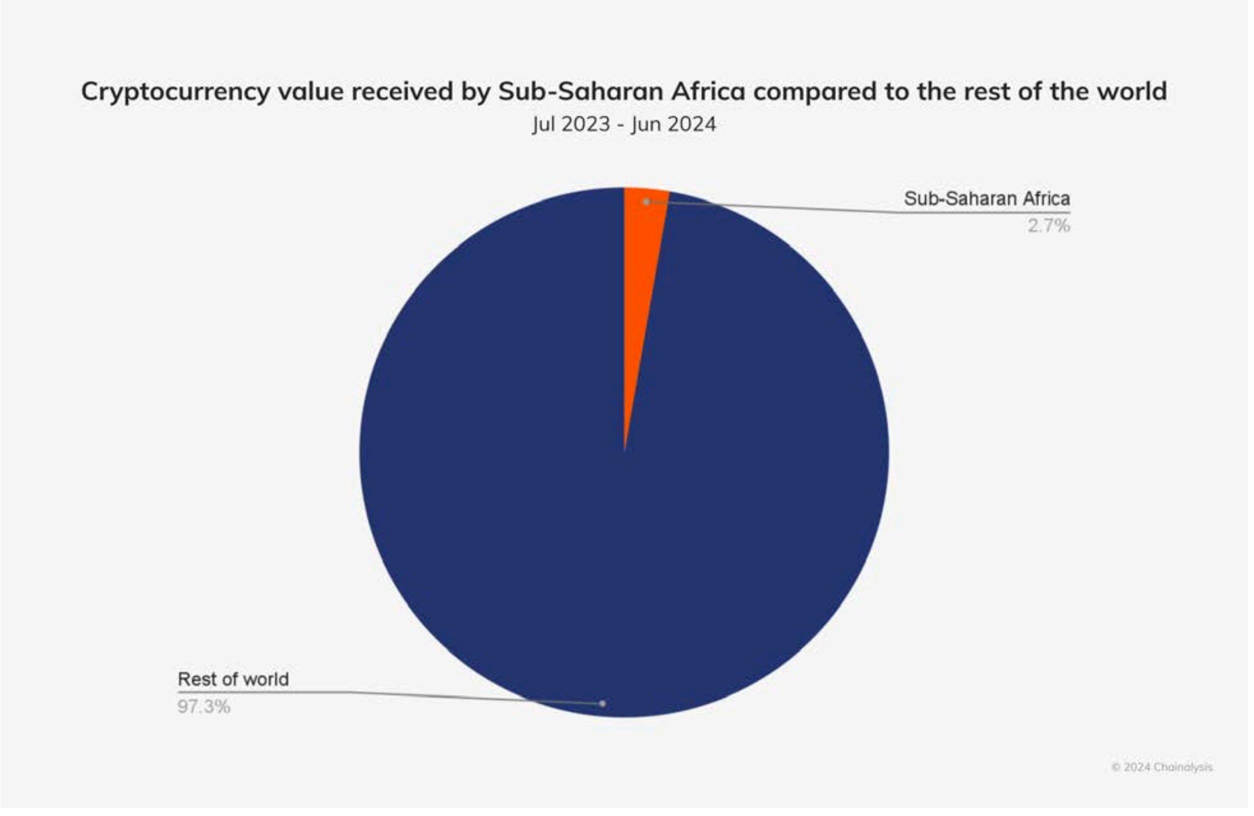
Looking ahead, the regulatory strides made in 2024 will be crucial in shaping the future of crypto in MENA. As blockchain technology, tokenization, and cryptocurrency become more integral to the global financial landscape, these fast-growing markets will benefit from providing further legal and regulatory certainty to sustain growth and attract international interest, solidifying MENA's increasingly prominent role in the global crypto ecosystem.

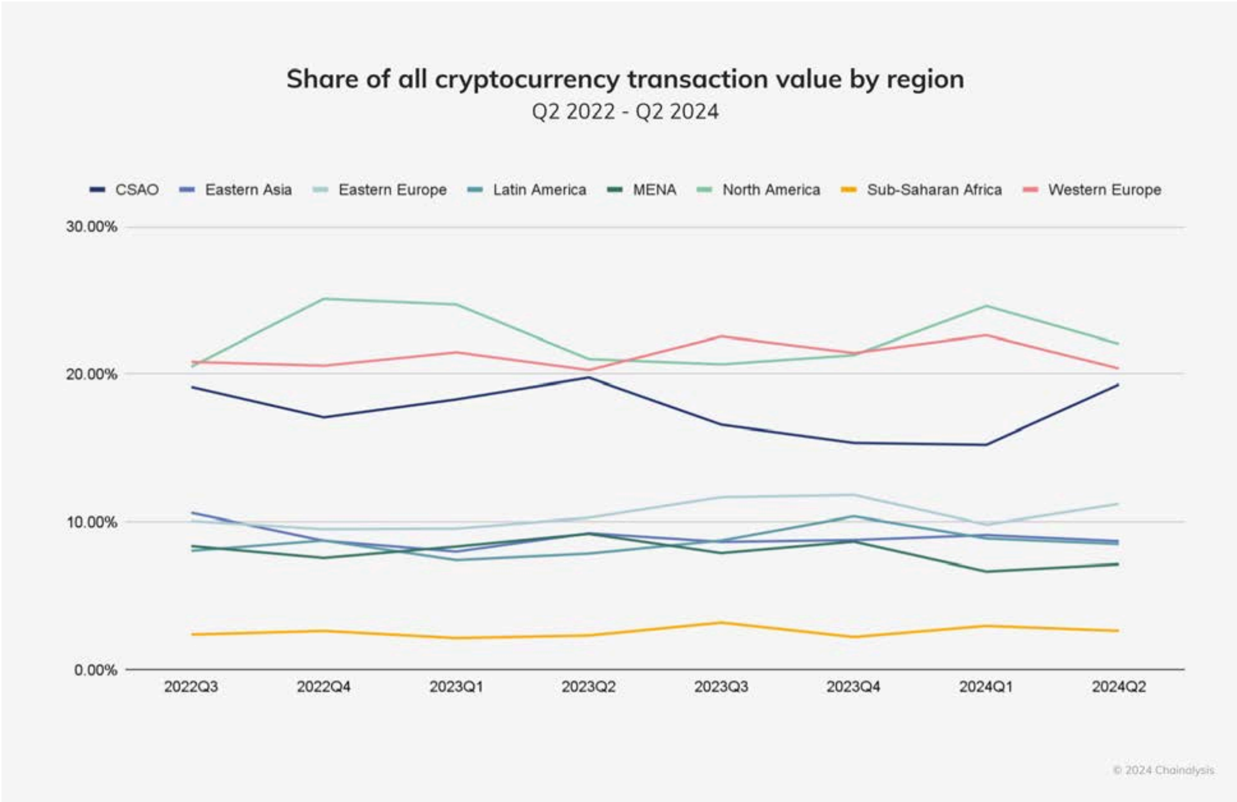
Sub-Saharan Africa



Sub-Saharan Africa: Nigeria Takes #2 Spot in Global Adoption, South Africa Grows Crypto-TradFi Nexus

Sub-Saharan Africa accounts for the global cryptocurrency economy's smallest share , representing 2.7% of transaction volume worldwide between July 2023 and June 2024 — a reflection of the region's smaller aggregate gross domestic product relative to other regions. Nonetheless, Sub-Saharan Africa saw modest growth, receiving an estimated $125 billion in on-chain value during this period, a $7.5 billion increase compared to last year.

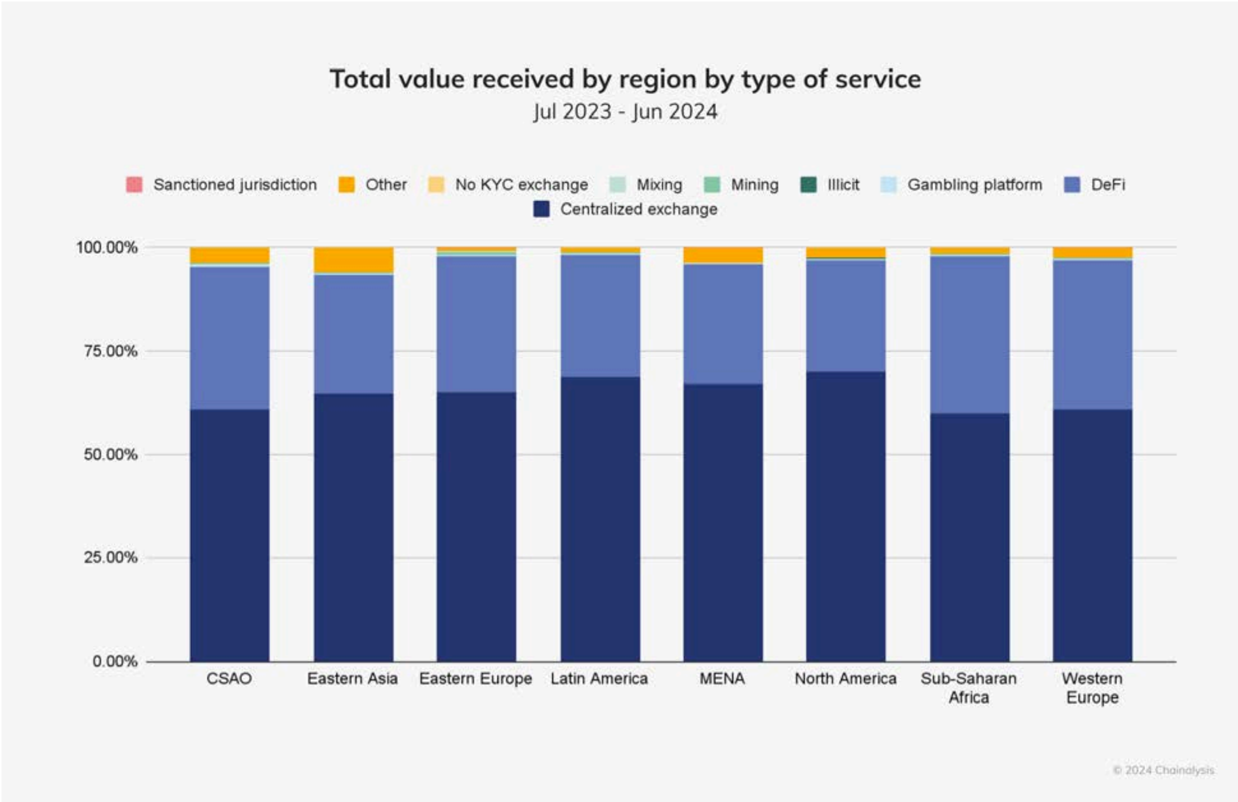




Cryptocurrency is undeniably transforming the financial landscape of the region, home to a number of high ranking nations on our global adoption index. Nigeria maintained its position as a top global player, ranking second worldwide, while Ethiopia (26), Kenya (28), and South Africa (30) also made the top 30.

Crypto's practical use cases in Africa are especially compelling. Africans are leveraging crypto for business payments, as a hedge against inflation, and for more frequent, smaller (i.e. retail-sized) transfers.

Notably, Sub-Saharan Africa leads the world in DeFi adoption, likely driven in part by a growing need for accessible financial services in a region where only 49% of adults had a bank account as of 2021, according to the World Bank.

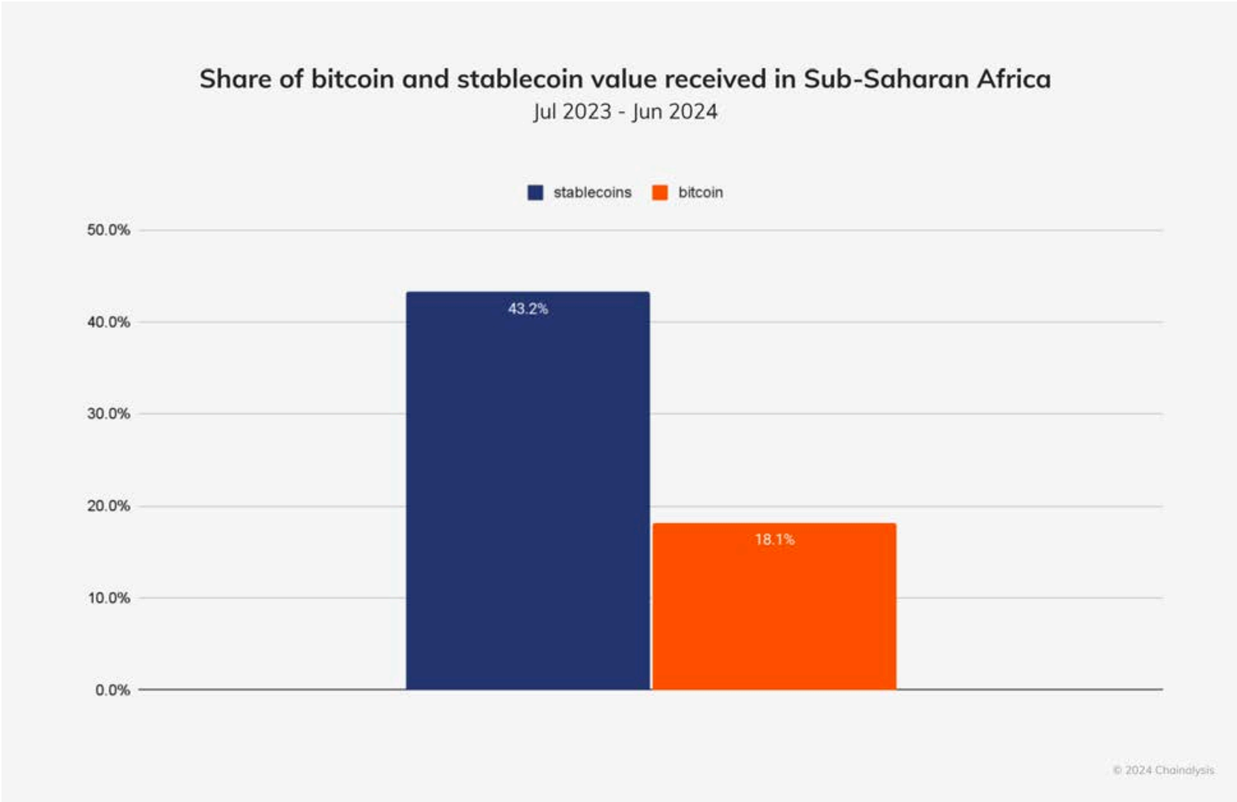


Drawing on its position as a frontier for financial innovation and inclusion, Sub-Saharan Africa is emerging as a global model for how crypto can drive real-world impact, especially in areas underserved by traditional financial systems.

Stablecoins are driving economic resilience and global connectivity across Sub-Saharan Africa

Stablecoins have become a key element of Sub-Saharan Africa's crypto economy. In countries where local currencies are highly volatile and access to U.S. dollars is limited, dollar-pegged stablecoins like USDT and USDC have gained traction, offering businesses and individuals alike a reliable way to store value, facilitate international payments, and support cross-border trade.

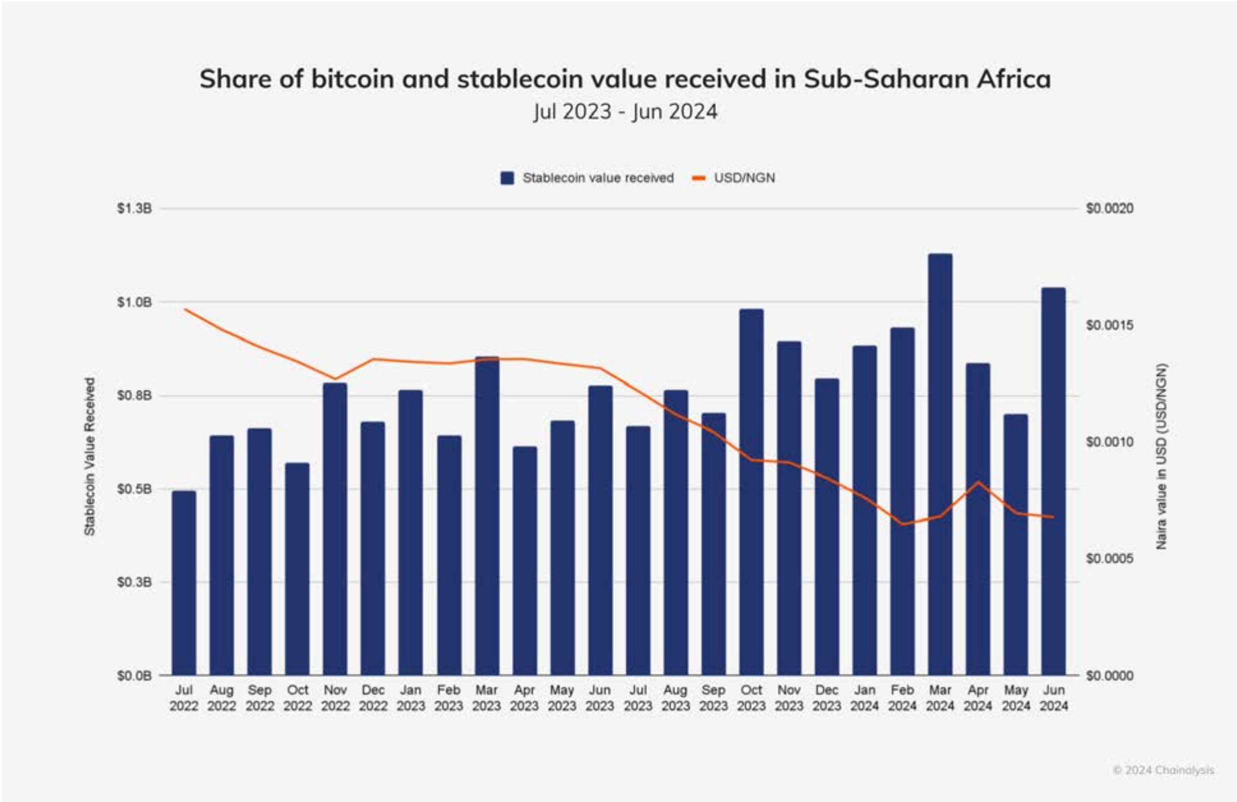
Stablecoins now account for approximately 43% of the region's total transaction volume.



For further context on the growing prominence of stablecoins, we spoke to two key figures shaping Africa's crypto landscape: Rob Downes, Head of Digital Assets, ABSA Bank, CIB — a major African bank operating in 12 African countries, and Chris Maurice, CEO and Co-Founder of Yellow Card — one of Africa's leading crypto-asset exchanges, which operates across 20 countries on the continent.

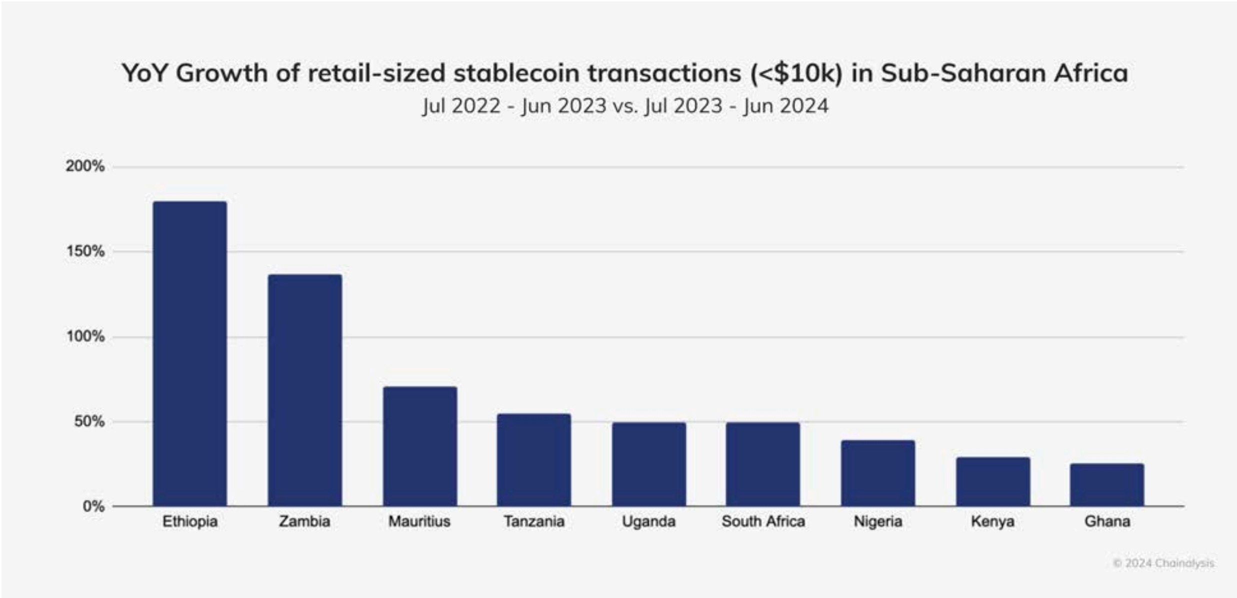
A major driver of stablecoin adoption in Africa is the foreign exchange (FX) crisis gripping many countries. "About 70% of African countries are facing an FX shortage, and businesses are struggling to get access to the dollars they need to operate," Maurice explained. "Stablecoins provide an opportunity for these businesses to continue to operate, grow, and strengthen the local economy."

Small to medium-sized stablecoin inflows, which we measure under $1 million, tend to align with the naira's depreciating value, as we see below.

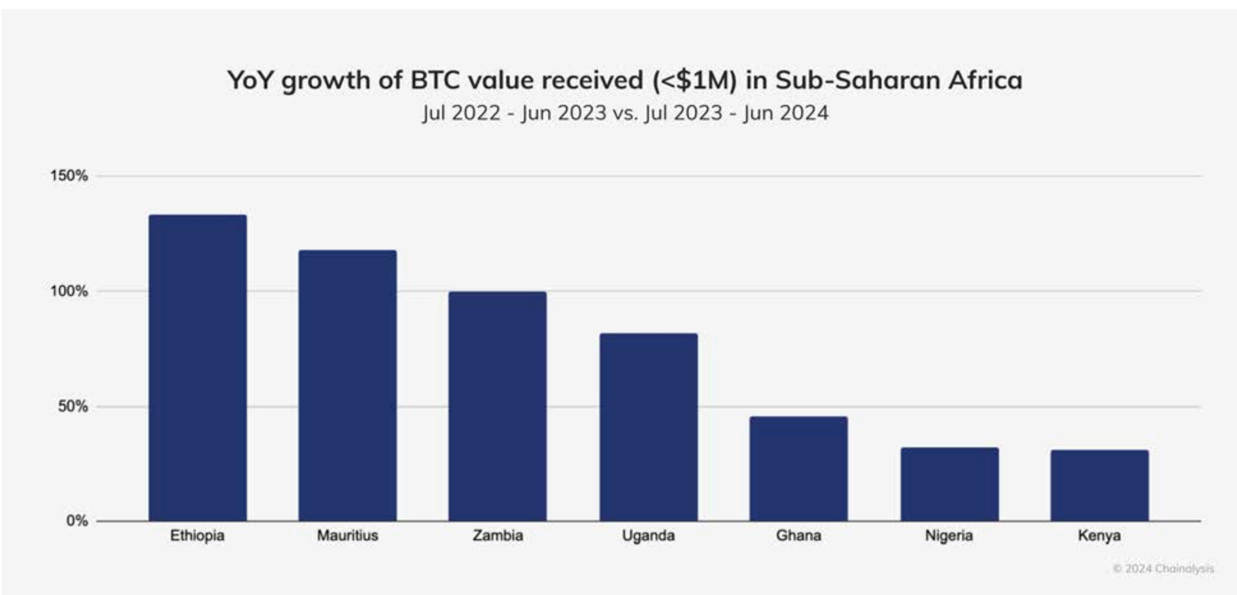


As the naira depreciates, we can see a rise in stablecoin inflows for transactions under $1 million, with more pronounced activity during periods of significant currency devaluation.

Ethiopia, Africa's second-most populous nation with 123 million people, is now its fastest-growing market for retail-sized stablecoin transfers, with 180% in growth, year-over-year (YoY).



The birr (ETB), Ethiopia's local currency, [shed 30% of its value in July] after the government eased currency restrictions in a bid to secure a $10.7 billion loan from the IMF and World Bank. This loss in value will likely fuel further demand for stablecoins.



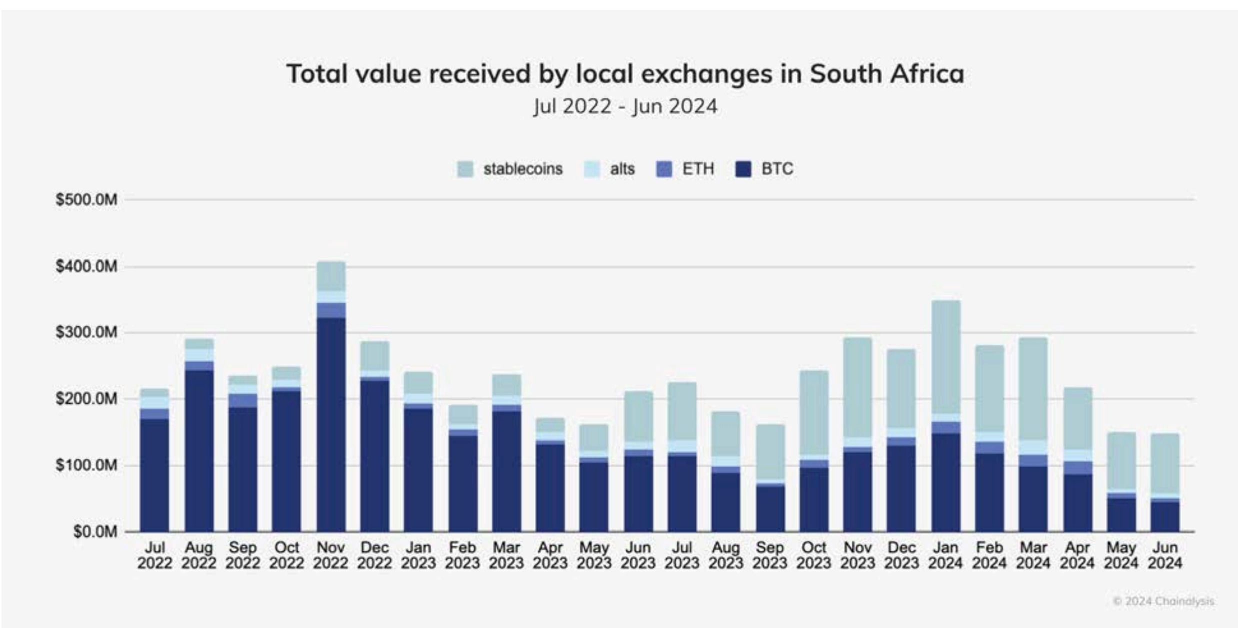
For many African businesses, accessing stablecoins through platforms like Yellow Card offers an alternative to traditional financial institutions (FIs) that are unable to meet their demand for U.S. dollars. "Stablecoins are a proxy for the dollar," Maurice said. “If you can get into USDT or USDC, you can easily swap that into hard dollars elsewhere.” This reality has made stablecoins indispensable for companies involved in international trade. From small-scale importers buying goods overseas, to large multinational corporations importing raw materials from Europe — stablecoins are facilitating transactions that would otherwise be stalled due to currency shortages.

Stablecoins are also revolutionizing cross-border payments across Africa. “People don’t care about crypto,” said Maurice, emphasizing that the focus in the region lies instead on crypto's practical use cases. He related examples of businesses that Yellow Card serves, such as a major food producer that uses stablecoins to pay suppliers abroad. Additionally, many African fintech companies rely on stablecoins to manage large sums of local currency, which they can then convert into stablecoins to facilitate cross-border payments.

Rob Downes of Absa Group noted a similar trend among institutional clients in South Africa. “Our institutional clients are particularly interested in using stablecoins as a tool for managing liquidity and reducing exposure to currency volatility,” Downes told us. In countries where the value of the local currency fluctuates, stablecoins could be an attractive option for businesses looking to hedge against currency risks.

Downes also pointed to the growing use of stablecoins for remittances and international payments. “We see stablecoins as a game-changer,” he said. For individuals sending money to family members abroad or paying for expenses, stablecoins provide a faster, more affordable alternative to traditional remittance services.

Beginning in late 2023, stablecoins have experienced sustained growth in South Africa's local exchanges — over 50% month over month in October 2023. Stablecoins have displaced bitcoin as the most popular cryptocurrency received in recent months.



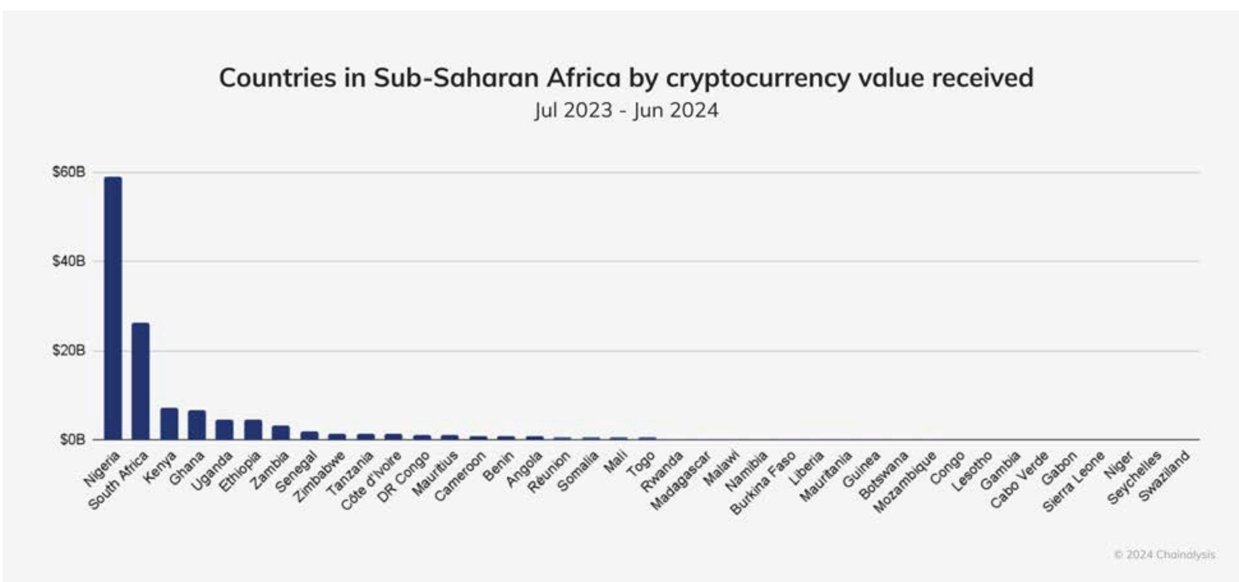
While stablecoin use is expanding rapidly across Africa, the regulatory landscape is progressively evolving. In South Africa, the Financial Sector Conduct Authority (FSCA) has provided regulatory clarity by classifying crypto assets as financial products, although there are no specific regulations for stablecoins. “We’re working closely with regulators like the [South African] Reserve Bank to ensure we’re prepared for any developments around stablecoin regulation, which we expect will be a major area of focus soon,” Downes added. Maurice pointed out that, in many cases, stablecoins operate in a “gray area,” where they are neither explicitly regulated nor prohibited. He emphasized the importance of working with regulators to ensure stablecoin users remain compliant. "We do quite a bit of work with regulators on the ground," Maurice said. "We’re working with central banks and financial authorities across 20 countries to help them understand how stablecoins can be used safely and effectively."

Looking towards the future, both Downes and Maurice see stablecoins continuing to play a central role in Africa’s economy. "I think stablecoins are going to be the primary use case for crypto in South Africa over the next three to five years," Downes said.

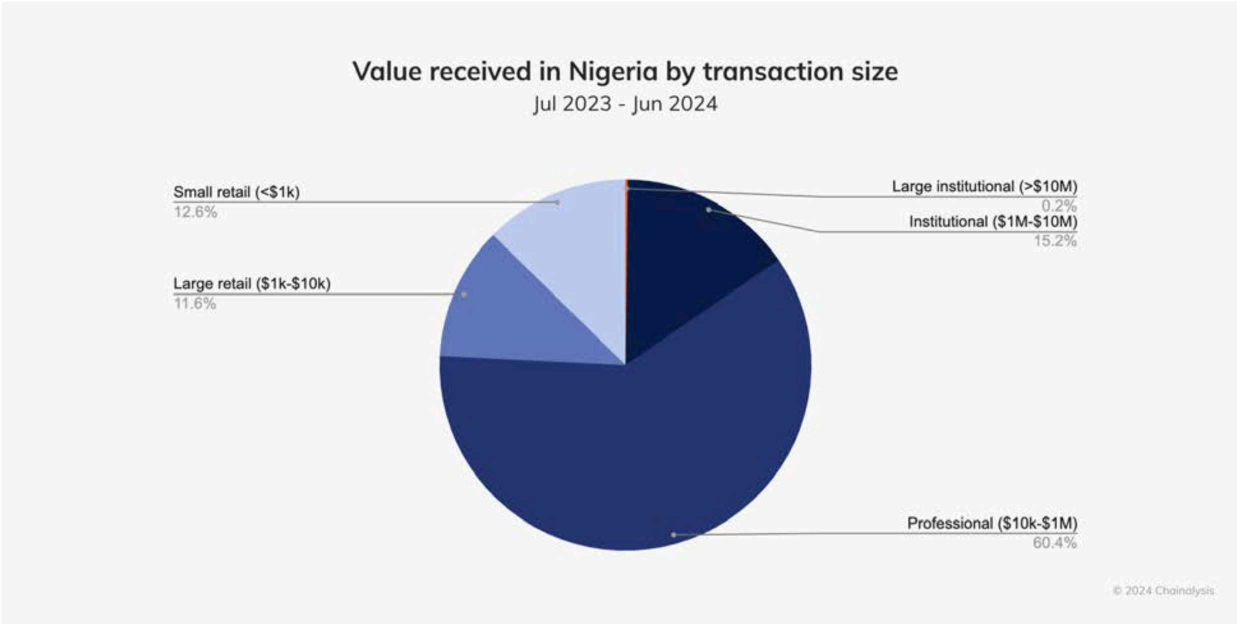
Maurice echoed this sentiment, adding that stablecoins are helping to open up African economies to global markets. "Stablecoins are actually developing a market for African currencies that have never had an international presence," he said. By providing a way for businesses to transact in non-volatile currencies, stablecoins are fostering greater price transparency and encouraging foreign investment. "It’s creating more of an open economy that actually encourages investment," Maurice added.

Nigeria is ground zero for crypto activity in Sub-Saharan Africa

In recent years, Nigeria has emerged as a global leader in crypto adoption, driven by innovative use cases to combat economic challenges. Ranking second overall on our global adoption index, the country received approximately $59 billion in cryptocurrency value between July 2023 and June 2024.

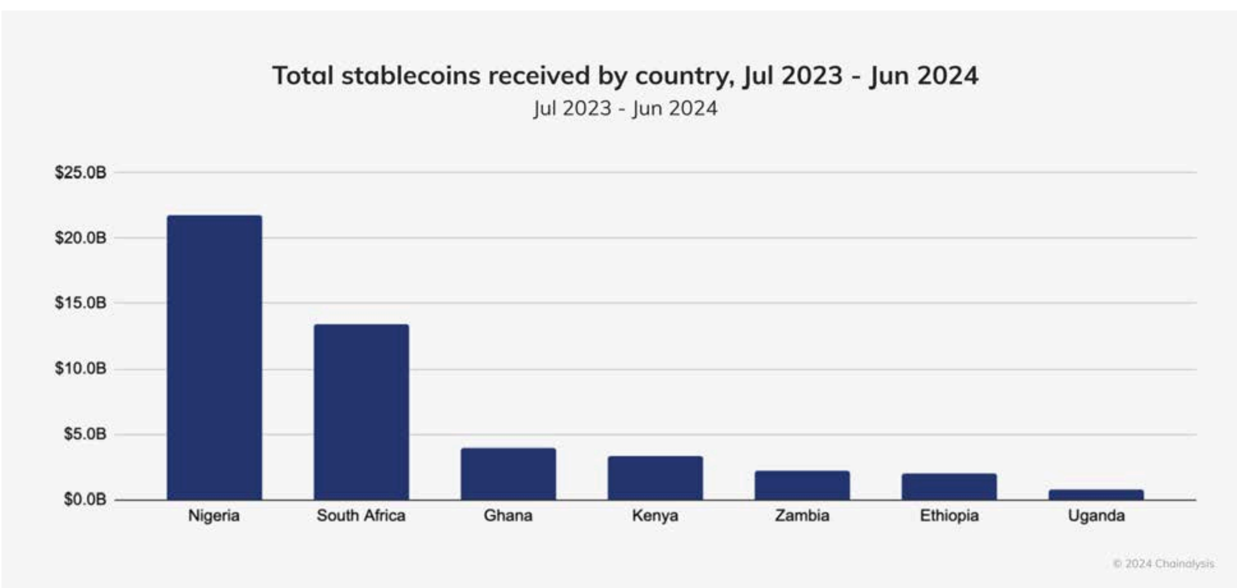


Nigeria’s crypto activity is largely driven by smaller denomination retail and professional sized transactions, with around 85% of the value of transfers received under $1 million.



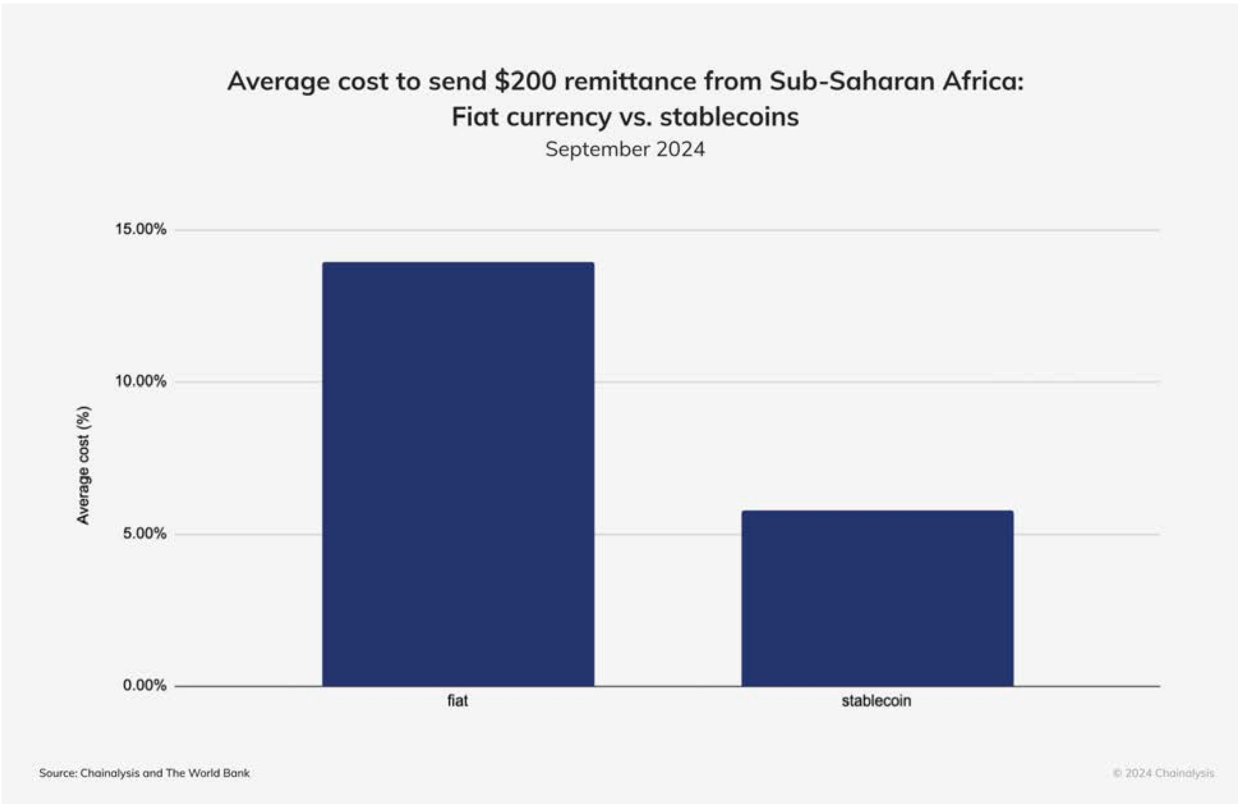
We spoke with Moyo Sodipo, COO and Co-founder of Busha, a crypto exchange with a presence in Nigeria, to get an on-the-ground perspective of the country's crypto adoption. Everyday activities like bill payments, mobile phone credit top-ups, and retail purchases are increasingly being powered by crypto, according to Sodipo. "People are starting to see the real-world utility of cryptocurrency, especially in day-to-day transactions, which is a shift from the earlier view of crypto as just a get-rich-quick scheme," he explained.

As in Ethiopia, Ghana, and South Africa, stablecoins are also a major part of Nigeria's crypto economy, accounting for approximately 40% of all stablecoin inflows in the region — by far the highest in all of Sub-Saharan Africa.



Many Nigerians rely on stablecoins to send money across borders due to the inefficiencies and high costs associated with traditional remittance channels. "Cross-border remittances are a major use case for stablecoins in Nigeria," Sodipo noted. "It's much faster and more affordable."

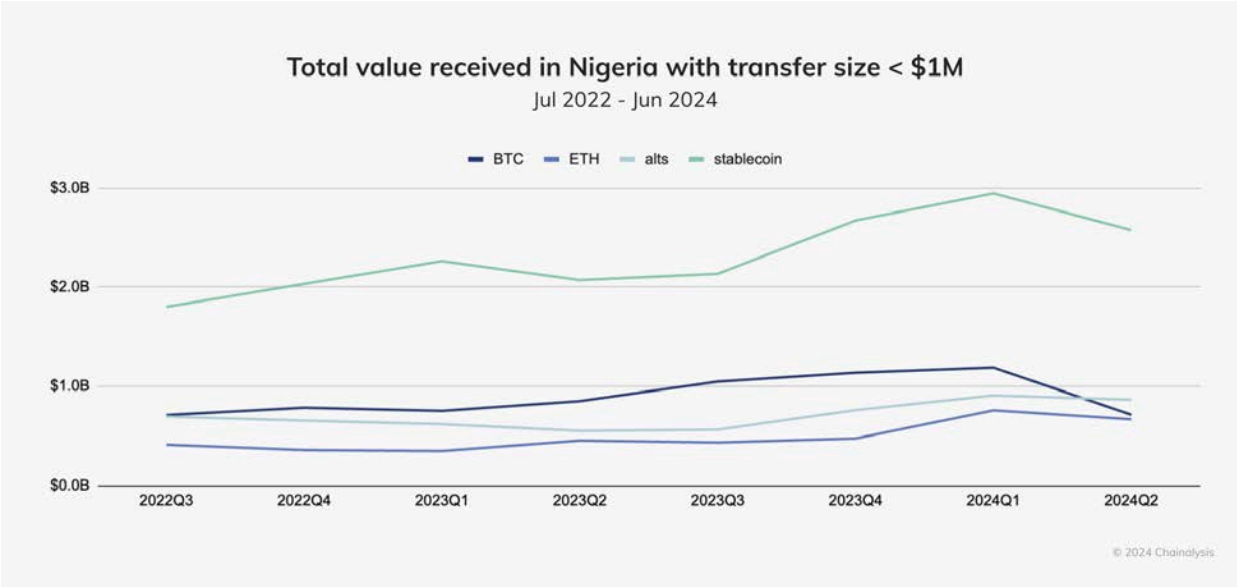
As shown below, the average cost of sending a $200 remittance from Sub-Saharan Africa is approximately 60% lower when using stablecoins compared to traditional remittance methods facilitated by fiat currency.[2]



As in other African countries, a major driver of stablecoin adoption in Nigeria is inflation and the depreciation of the naira — which plummeted to a record low in February 2024. We can see the impact of this trend by looking at transfer sizes under $1 million. In Q1 2024, stablecoin value approached almost $3 billion, making stablecoins the largest portion of sub-$1M transactions in Nigeria.

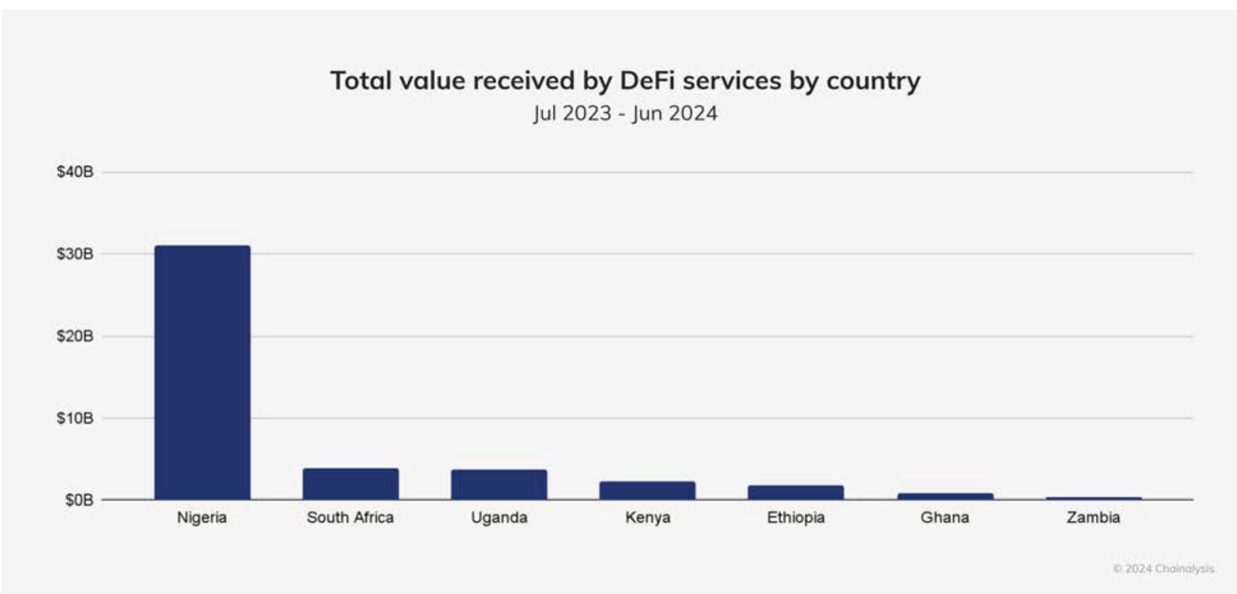
[2] The remittance price for fiat currency, sourced from the World Bank for 2024 Q1, is used to represent the average cost for senders, which covers banks, money transfer operators (MTOS), mobile operators, and post offices. For stablecoin remittances, the total cost was calculated to include exchange deposit fees, trading fees, transfer fees, and on-chain transactions on regional exchanges in Sub-Saharan Africa.

Both methods account for the FX margin, which reflects the percentage difference between the remittance service provider's exchange rate and the interbank rate. For stablecoins, the FX margin was calculated using the price difference between the close price on September 18th and the mid-market exchange rate on September 19th at 12:00 AM UTC, as provided by Wise.



Although bitcoin and altcoins remain relevant, representing billions in value received, stablecoins are clearly becoming the preferred medium for small to medium sized transactions, suggesting adoption on a broad scale.

In addition to the rising prominence of stablecoins, DeFi is experiencing a major moment in Nigeria, echoing the broader trend of Sub-Saharan Africa as the global leader in DeFi adoption. Nigeria stands at the forefront of this trend, with over $30 billion in value received by DeFi services last year.



DeFi platforms are providing Nigerians with new opportunities to earn interest, take out loans, and engage in decentralized trading, in addition to the traditional financial systems. "DeFi is a key area of growth, as users explore ways to maximize returns and access financial services that might otherwise be unavailable to them," said Sodipo.

The December 2023 lift of the central bank's ban on banks serving crypto companies has also played a pivotal role in this momentum. "Since the banking ban was lifted, it has opened up a lot of possibilities for partnerships and smoother transactions," Sodipo explained. Building on this development, in June 2024, the Securities and Exchange Commission (SEC) of Nigeria introduced its Accelerated Regulation Incubation Program (ARIP), which now requires all virtual asset service providers (VASPs) to register and undergo an assessment before full approval. "The industry is bullish on ARIP; it's a shift away from uncertainty and a positive move towards regulatory clarity," said Sodipo.

While Nigeria is making progress with initiatives like ARIP, many FIs remain hesitant to fully engage with the crypto sector due to lingering regulatory ambiguities. "Banks are still cautious, waiting for clear signals from the central bank and SEC before fully entering the market," Sodipo explained.

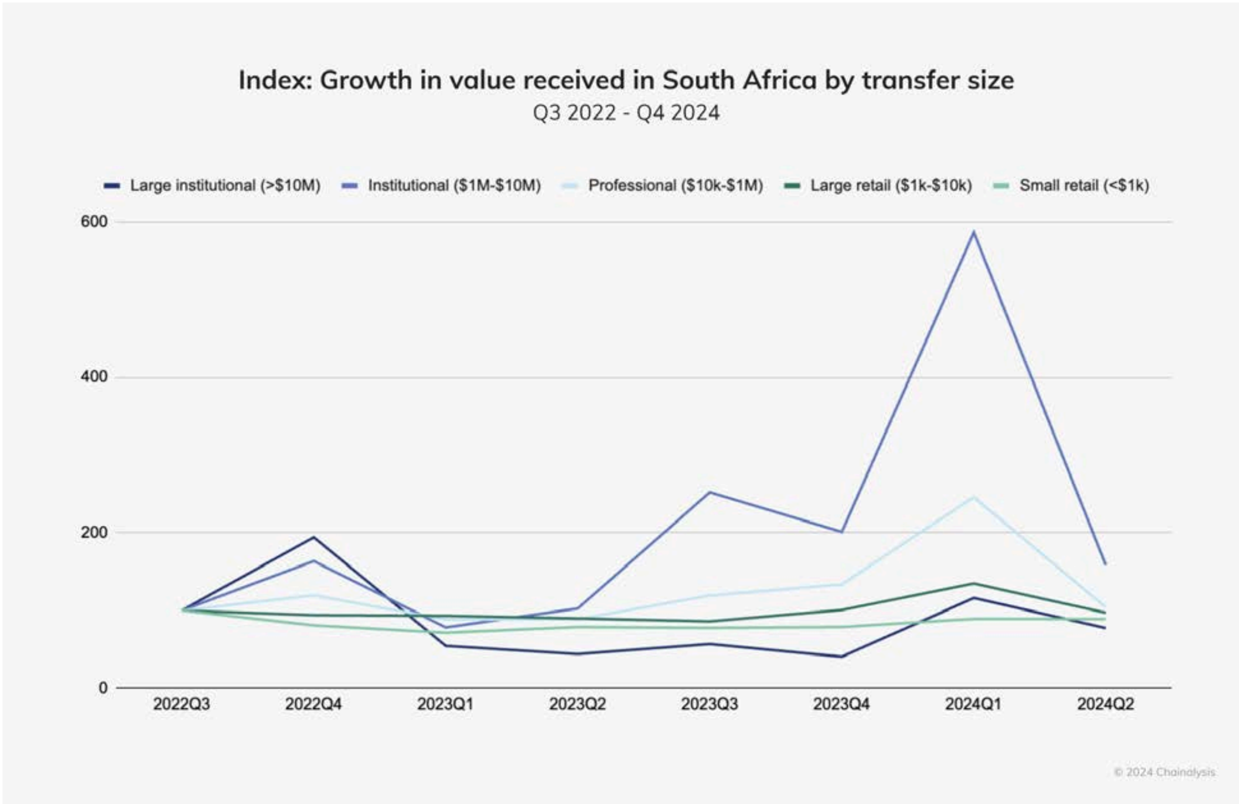
Nonetheless, Nigeria's crypto market continues to flourish. Looking ahead, Sodipo is optimistic about crypto's future in Nigeria, particularly amid ongoing regulatory reforms. "The open dialogue with regulators is key. We're hopeful that further clarity will drive more banks and financial institutions into the space," Sodipo said.

South Africa's crypto market thrives, spurred by growing institutional activity and TradFi involvement

As Africa's largest economy, South Africa has established itself as one of the continent's largest cryptocurrency markets, receiving approximately $26 billion in value over the past year. South Africa is seeing notable growth in licensed companies and increased institutional-sized activity.

The chart below shows the growing impact in South Africa of institutional and professional-sized transactions, which have become the largest contributors to total indexed value received, especially from late 2023 through Q1 2024.[3]

[3] The spike in institutional inflows at the end of 2023 through Q1 was likely driven by the broader market rally surrounding the U.S. approval of bitcoin ETFs along with the news that the first crypto asset service provider (CASP) licenses would be issued in South Africa, driving sentiment that investing was regulated and protected.

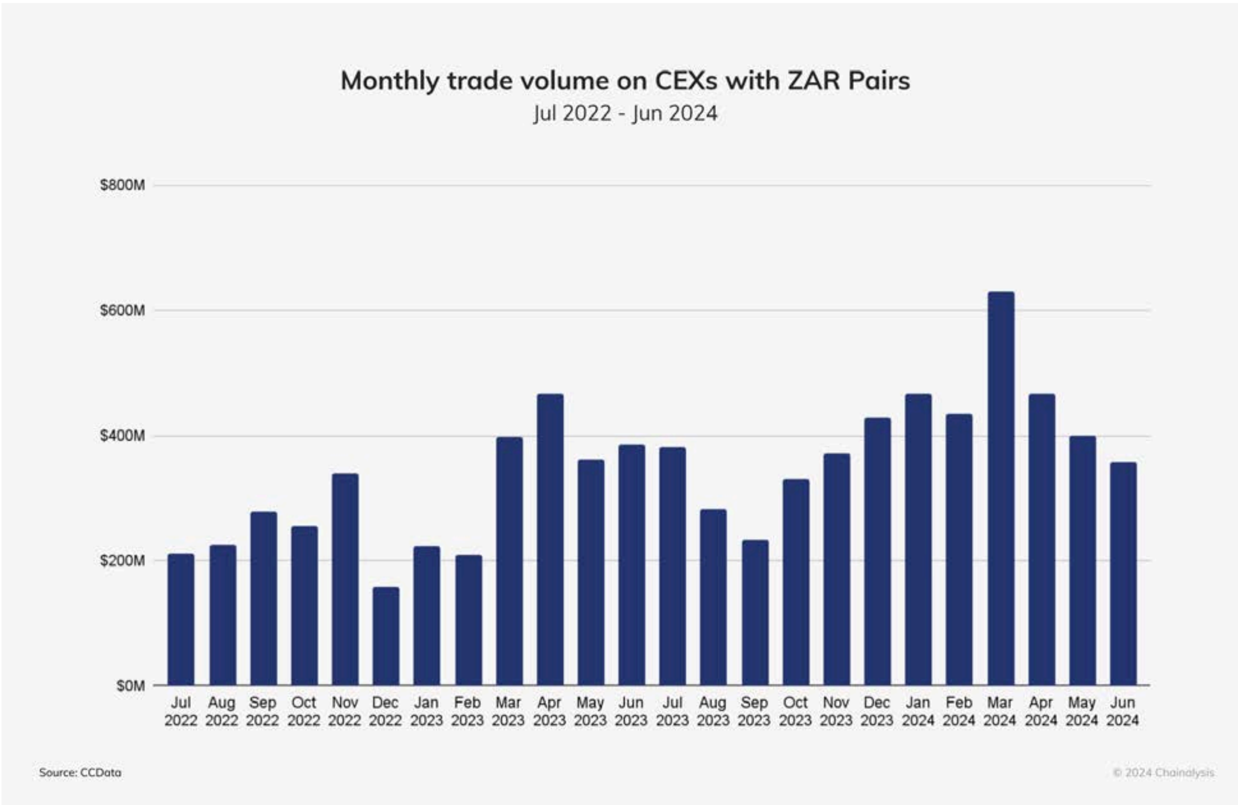


This TradFi-crypto nexus has notably been picking up steam in South Africa. According to Rob Downes of Absa Group, South Africa is at a pivotal moment where traditional finance and digital assets are beginning to converge. "We are seeing growing interest from institutional clients, particularly around custody solutions for digital assets, which will play a crucial role in supporting the crypto ecosystem here," Downes said.

Although institutional players are driving much of the market activity, there is still steady retail and professional engagement. For insight into the business climate, we spoke with Carel van Wyk, founder of MoneyBadger, a company focused on integrating crypto payments for retailers. Van Wyk noted that South Africa's crypto market has been maturing steadily, particularly in the
payments space. “In the past, people tried to make payments on-chain, but it was impractical because blockchain transactions can become expensive and aren't suitable for small, fast transactions.” He spoke to advancements in layer2 technologies and payment APIs that have made crypto payments more viable for everyday use, allowing retailers to accept crypto while settling in fiat.

The FSCA’s decision to regulate crypto assets under existing financial laws has been a major catalyst for the market's growth. This has provided much-needed clarity for both businesses and investors, enabling licensed companies to grow responsibly and encouraging FIs to explore crypto services. "The regulatory environment here is relatively favorable compared to other regions. It’s giving us the confidence to explore more robust solutions like custody and payments," Downes said.

Trading pairs with The South African Rand (ZAR) have also thrived, trading hundreds of millions in value monthly.



The performance of ZAR pairs demonstrates South Africa's maturing crypto ecosystem, which Downes believes will drive further institutional engagement. "We're seeing exchanges becoming more sophisticated, and that's important for building trust with both retail and institutional investors," he explained.

South Africa's regulatory clarity and market growth have attracted the interest of financial institutions. Absa Group Bank, one of the country's largest banks, is actively exploring blockchain and cryptocurrency initiatives. Downes highlighted that Absa Group's primary focus is on offering institutional-grade crypto custody services, which they see as a key near-term opportunity. "The thing that I am most excited about — and the biggest near-term revenue opportunity for us — is custody," Downes shared. Absa Group sees secure custody services as the foundation for institutional crypto adoption, providing security and compliance for exchanges, investment firms, and other large market players.

Absa Group and other South African banks have increasingly shown interest in engaging with the crypto sector, although challenges remain around risk management and compliance. Downes acknowledged that banks need to develop trusted relationships with crypto exchanges and service providers to facilitate services like banking and payments. Downes says that Absa Group has adopted a "learn and experiment" approach, which has gained support from leadership. "We deliberately positioned our efforts as relatively light-touch, focusing on learning and engaging with the market," Downes explained. This exploratory approach has allowed Absa Group to participate in regulatory sandboxes and collaborate closely with regulators to ensure compliance while advancing their blockchain initiatives.

Customer demand for crypto-related services is steadily increasing. "The inquiries have tripled over the last 18 months," Downes noted, adding that this interest spans crypto payments, investments, and banking services for exchanges. Institutional clients, particularly family offices and asset managers, are beginning to explore how they can integrate digital assets into their portfolios. "Traditional finance institutions are still relatively early in the crypto space, but the demand from clients is pushing us to move faster," Downes added.

As banks like Absa Group continue to innovate and explore blockchain technology, they are helping bridge the gap between traditional finance and crypto. "Traditional finance institutions are uniquely positioned to help usher in blockchain-based finance by leveraging our regulatory expertise and controls," Downes said. As the technology becomes more integrated, both corporate and consumer adoption will accelerate, further solidifying South Africa's role in the global crypto economy.

A pivotal juncture for Sub-Saharan Africa

Although it represents a relatively small portion of the global crypto economy, Sub-Saharan Africa is experiencing remarkable momentum. Nigeria and South Africa are leading the way, driving substantial on-chain activity and positioning the region as an increasingly influential hub for cryptocurrency adoption and financial technology.

Stablecoins have become a key part of Sub-Saharan Africa's crypto story, a welcomed hedge against long standing inflation and currency devaluation, now accounting for a majority of crypto transactions across the continent. Simultaneously, DeFi is booming, with the region leading in global adoption of decentralized platforms.

While countries like South Africa, Nigeria, Ghana, Mauritius and Seychelles are making significant progress in establishing regulatory frameworks, others are exploring regulatory pathways in light of increasing exchange volumes and crypto demand. As diverse market players, including banks and other FIs deepen their involvement, the need for clear regulations has never been more urgent.

Africa's real-world crypto use cases carry valuable lessons for the global market. With a vibrant fintech landscape, expanding mobile penetration, and potential for collaboration between regulators, TradFi, and crypto companies, the continent is well-positioned to emerge as a global crypto leader, with immense promise to drive innovation and financial inclusion on a large scale.

The 2024 Global Crypto Adoption Index: Full List

The 2024 Global Crypto Adoption Index: Full List

Country	Region	Overall index ranking	Centralized service value received ranking	Retail centralized service value received ranking	DeFi value received ranking	Retail DeFi value received ranking
India	Central & Southern Asia and Oceania (CSAO)	1	1	1	3	2
Nigeria	Sub-Saharan Africa	2	5	2	2	3
Indonesia	Central & Southern Asia and Oceania (CSAO)	3	6	6	1	1
United States	North America	4	2	12	4	4
Vietnam	Central & Southern Asia and Oceania (CSAO)	5	3	3	6	5
Ukraine	Eastern Europe	6	7	5	5	6
Russia	Eastern Europe	7	11	7	7	7
Philippines	Central & Southern Asia and Oceania (CSAO)	8	9	8	14	9
Pakistan	Central & Southern Asia and Oceania (CSAO)	9	4	4	18	13
Brazil	Latin America (LATAM)	10	8	10	10	14
Türkiye	Middle East & North Africa (MENA)	11	14	11	15	11
United Kingdom	Central, Northern & Western Europe (CNWE)	12	12	21	9	8
Venezuela	Latin America (LATAM)	13	17	16	11	12
Mexico	Latin America (LATAM)	14	18	17	13	10
Argentina	Latin America (LATAM)	15	13	13	17	20
Thailand	Central & Southern Asia and Oceania (CSAO)	16	16	15	19	16
Cambodia	Central & Southern Asia and Oceania (CSAO)	17	10	9	35	23
Canada	North America	18	22	26	16	15
South Korea	Eastern Asia	19	15	14	33	33
China	Eastern Asia	20	20	18	24	22
Germany	Central, Northern & Western Europe (CNWE)	21	21	30	23	21
France	Central, Northern & Western Europe (CNWE)	22	26	33	21	19

Japan	Eastern Asia	23	24	20	29	25
Poland	Eastern Europe	24	28	25	25	24
Spain	Central, Northern & Western Europe (CNWE)	25	29	36	20	18
Ethiopia	Sub-Saharan Africa	26	30	24	26	32
Morocco	Middle East & North Africa (MENA)	27	25	19	41	36
Kenya	Sub-Saharan Africa	28	31	27	32	29
Hong Kong	Eastern Asia	29	39	51	22	17
South Africa	Sub-Saharan Africa	30	19	28	40	35
Afghanistan	Central & Southern Asia and Oceania (CSAO)	31	40	56	8	46
Netherlands	Central, Northern & Western Europe (CNWE)	32	44	50	27	28
Uzbekistan	Central & Southern Asia and Oceania (CSAO)	33	46	40	30	26
Uganda	Sub-Saharan Africa	34	64	57	12	31
Bangladesh	Central & Southern Asia and Oceania (CSAO)	35	27	23	50	41
Colombia	Latin America (LATAM)	36	23	22	45	54
Italy	Central, Northern & Western Europe (CNWE)	37	38	37	37	37
Belarus	Eastern Europe	38	43	34	39	40
Australia	Central & Southern Asia and Oceania (CSAO)	39	41	48	36	34
Taiwan	Eastern Asia	40	42	39	38	42
Saudi Arabia	Middle East & North Africa (MENA)	41	45	53	31	30
Peru	Latin America (LATAM)	42	36	31	48	43
Algeria	Middle East & North Africa (MENA)	43	34	29	46	53
Egypt	Middle East & North Africa (MENA)	44	32	32	52	60
Yemen	Middle East & North Africa (MENA)	45	57	43	43	39
Ghana	Sub-Saharan Africa	46	33	35	67	57
Malaysia	Central & Southern Asia and Oceania (CSAO)	47	51	47	57	45
Dem. Rep. of Congo	Sub-Saharan Africa	48	90	87	28	27
Serbia	Central, Northern & Western Europe (CNWE)	49	58	59	49	44
Portugal	Central, Northern & Western Europe (CNWE)	50	50	60	51	52
Czechia	Eastern Europe	51	52	65	55	59
Chile	Latin America (LATAM)	52	55	55	60	58

Bulgaria	Eastern Europe	53	63	74	54	48
Georgia	Middle East & North Africa (MENA)	54	74	64	53	55
Switzerland	Central, Northern & Western Europe (CNWE)	55	67	81	47	47
UAE	Middle East & North Africa (MENA)	56	71	75	58	49
Kazakhstan	Central & Southern Asia and Oceania (CSAO)	57	47	41	79	76
Zambia	Sub-Saharan Africa	58	35	54	80	78
Moldova	Eastern Europe	59	37	38	94	88
Hungary	Eastern Europe	60	65	73	64	66
Greece	Central, Northern & Western Europe (CNWE)	61	69	76	65	65
Tanzania	Sub-Saharan Africa	62	81	66	69	62
Somalia	Sub-Saharan Africa	63	113	93	42	38
Senegal	Sub-Saharan Africa	64	72	62	73	74
Romania	Eastern Europe	65	62	67	76	73
West Bank and Gaza	Middle East & North Africa (MENA)	66	80	63	84	50
Ecuador	Latin America (LATAM)	67	49	45	75	109
Belgium	Central, Northern & Western Europe (CNWE)	68	77	83	63	69
Iraq	Middle East & North Africa (MENA)	69	56	46	91	85
Israel	Middle East & North Africa (MENA)	70	89	89	61	63
Nepal	Central & Southern Asia and Oceania (CSAO)	71	104	79	56	51
Sri Lanka	Central & Southern Asia and Oceania (CSAO)	72	53	44	102	90
Sweden	Central, Northern & Western Europe (CNWE)	73	76	90	68	70
Austria	Central, Northern & Western Europe (CNWE)	74	84	84	71	67
Singapore	Central & Southern Asia and Oceania (CSAO)	75	82	104	62	61
Kyrgyzstan	Central & Southern Asia and Oceania (CSAO)	76	59	58	74	105
Armenia	Middle East & North Africa (MENA)	77	79	70	81	81
Myanmar	Central & Southern Asia and Oceania (CSAO)	78	78	78	85	71
Latvia	Central, Northern & Western Europe (CNWE)	79	103	106	44	75
Tunisia	Middle East & North Africa (MENA)	80	60	49	105	101

Bosnia and Herzegovina	Central, Northern & Western Europe (CNWE)	81	105	98	66	64
Lithuania	Central, Northern & Western Europe (CNWE)	82	92	100	70	72
Finland	Central, Northern & Western Europe (CNWE)	83	91	102	59	80
Jordan	Middle East & North Africa (MENA)	84	54	42	110	107
Togo	Sub-Saharan Africa	85	116	85	77	56
Laos	Central & Southern Asia and Oceania (CSAO)	86	70	72	88	108
Slovakia	Eastern Europe	87	66	94	89	93
Paraguay	Latin America (LATAM)	88	93	88	34	121
Estonia	Central, Northern & Western Europe (CNWE)	89	96	82	78	91
Costa Rica	Latin America (LATAM)	90	94	91	83	82
Croatia	Central, Northern & Western Europe (CNWE)	91	85	96	90	84
Azerbaijan	Middle East & North Africa (MENA)	92	75	69	107	106
Dominican Republic	Latin America (LATAM)	93	68	71	113	102
Benin	Sub-Saharan Africa	94	119	115	72	68
New Zealand	Central & Southern Asia and Oceania (CSAO)	95	100	99	95	92
Madagascar	Sub-Saharan Africa	96	115	101	82	83
Slovenia	Central, Northern & Western Europe (CNWE)	97	86	97	104	104
Macedonia	Central, Northern & Western Europe (CNWE)	98	108	108	98	77
Norway	Central, Northern & Western Europe (CNWE)	99	101	103	99	94
Libya	Middle East & North Africa (MENA)	100	111	105	92	86
Bolivia	Latin America (LATAM)	101	48	52	124	115
Ireland	Central, Northern & Western Europe (CNWE)	102	102	118	86	98
Denmark	Central, Northern & Western Europe (CNWE)	103	106	114	87	95
Jamaica	Latin America (LATAM)	104	109	109	97	89
Zimbabwe	Sub-Saharan Africa	105	61	80	118	116
El Salvador	Latin America (LATAM)	106	73	61	121	117
Cyprus	Middle East & North Africa (MENA)	107	117	112	101	99
Côte d'Ivoire	Sub-Saharan Africa	108	98	92	114	110

Albania	Central, Northern & Western Europe (CNWE)	109	110	117	111	100
Burkina Faso	Sub-Saharan Africa	110	131	128	96	87
Andorra	Central, Northern & Western Europe (CNWE)	111	125	133	103	79
Panama	Latin America (LATAM)	112	107	111	119	120
Puerto Rico	Latin America (LATAM)	113	122	135	100	96
Nicaragua	Latin America (LATAM)	114	121	119	116	112
Honduras	Latin America (LATAM)	115	87	107	131	123
Mozambique	Sub-Saharan Africa	116	132	126	115	97
Tajikistan	Central & Southern Asia and Oceania (CSAO)	117	133	127	93	113
Rwanda	Sub-Saharan Africa	118	120	120	112	134
Cameroon	Sub-Saharan Africa	119	95	86	139	125
Guatemala	Latin America (LATAM)	120	99	95	134	132
Uruguay	Latin America (LATAM)	121	112	113	129	131
Luxembourg	Central, Northern & Western Europe (CNWE)	122	129	139	108	114
Kuwait	Middle East & North Africa (MENA)	123	130	125	122	119
Mongolia	Eastern Asia	124	123	121	126	127
Liberia	Sub-Saharan Africa	125	118	116	137	124
Maldives	Central & Southern Asia and Oceania (CSAO)	126	127	124	120	126
Montenegro	Central, Northern & Western Europe (CNWE)	127	136	134	117	118
Bahamas	Latin America (LATAM)	128	146	149	106	103
Haiti	Latin America (LATAM)	129	83	68	147	141
Iran	Middle East & North Africa (MENA)	130	148	144	109	111
Qatar	Middle East & North Africa (MENA)	131	124	132	132	135
Namibia	Sub-Saharan Africa	132	138	141	130	128
Macao	Eastern Asia	133	141	137	128	130
Bahrain	Middle East & North Africa (MENA)	134	144	140	125	129
Malta	Central, Northern & Western Europe (CNWE)	135	137	138	133	133
Malawi	Sub-Saharan Africa	136	97	77	145	146
Trinidad and Tobago	Latin America (LATAM)	137	128	123	140	142
Suriname	Latin America (LATAM)	138	151	147	127	122
Angola	Sub-Saharan Africa	139	114	110	149	145

Guinea	Sub-Saharan Africa	140	135	131	144	140
Oman	Middle East & North Africa (MENA)	141	139	136	142	139
Iceland	Central, Northern & Western Europe (CNWE)	142	143	148	135	143
Fiji	Central & Southern Asia and Oceania (CSAO)	143	142	151	136	137
Mauritania	Sub-Saharan Africa	144	134	129	143	148
Papua New Guinea	Central & Southern Asia and Oceania (CSAO)	145	140	146	146	136
Aruba	Latin America (LATAM)	146	154	157	138	138
Mauritius	Sub-Saharan Africa	147	126	130	150	150
Belize	Latin America (LATAM)	148	152	158	123	149
Rep. of Congo	Sub-Saharan Africa	149	147	142	151	144
Mali	Sub-Saharan Africa	150	88	122	156	152
Botswana	Sub-Saharan Africa	151	150	145	148	154

Chainalysis

Building trust in blockchains

About Chainalysis

Chainalysis is the blockchain data platform. We provide data, software, services, and research to government agencies, exchanges, financial institutions, and insurance and cybersecurity companies in over 70 countries. Our data powers investigation, compliance, and market intelligence software that has been used to solve some of the world's most high-profile criminal cases and grow consumer access to cryptocurrency safely. Backed by Accel, Addition, Benchmark, Coatue, GIC, Paradigm, Ribbit, and other leading firms in venture capital, Chainalysis builds trust in blockchains to promote more financial freedom with less risk. For more information, visit www.chainalysis.com.

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